THE INLAND PRINTER

The Leading Business and Technical Journal of the World in the Printing and Allied Industries

VOLUME 70 MARCH, 1923 NUMBER 6



One Good Roller On Hand Is Worth Three on the Way

IT is good business to hold down costs, but neither wise nor economical to skimp on Rollers—not when the cost of a single press delay is many times that of a few more Rollers held in reserve. We have talked the advisability of having a few extra seasonable Rollers in stock for a number of years, but each season brings its quota of complaints that the press had to be stopped until new Rollers were received. The cost of the extra Rollers is negligible when compared with that of an idle press. A few extra Rollers cast of medium grade of composition would be valuable on the warm days we occasionally have during the winter, and could be used through the early spring months.

Fibrous Rollers are resilient, tacky and durable, produce clean-cut presswork and give a perfect distribution of ink. They are cast for the season in which they are to be used.

Duplex Rollers possess all the good qualities of the Fibrous Rollers, but are an all-season Roller and not affected by climatic changes.

Hotplate Rollers are for the alchemic gold process. They give clean impressions, and it is not necessary to stop the press and brush out the form.

We have five conveniently located, completely equipped factories.
Order from the address nearest you.

BINGHAM BROTHERS COMPANY

(Founded in 1845)

ROLLER MAKERS

NEW YORK - - 406 Pearl Street
ROCHESTER, 89 Mortimer Street
PHILADELPHIA, 521 Cherry Street
BALTIMORE - - 131 Colvin Street

MACHINE CAST PRINTERS' ROLLERS
TRADE MARK
ESTABLISHED 1845

Allied with BINGHAM & RUNGE COMPANY

Systems Bond

If you are using another bond paper as good as Systems, the chances are it is costing you more. The nearest distributor can tell you

Systems Bond Distributors

ALBANY—W. H. Smith Paper Corporation
ATLANTA—Sloan Paper Company
BALTIMORE—Dobler & Mudge
BOSTON—Carter, Rice & Co., Corp.
A. Storrs & Bement Company
BUFFALO—The Disher Paper Company
BUTTE, MONT.—Minneapolis Paper Company
CHICAGO—La Salle Paper Company
The Paper Mills Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—Millcraft Paper Company
DES MOINES—Pratt Paper Company
DETROIT—The Union Paper & Twine Company
DULUTH, MINN.—Minneapolis Paper Company
HARRISBURG—Johnston Paper Company
KANSAS CITY—Bermingham, Little & Prosser Co.
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MILWAUKEE—E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clements Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company
QUINCY, ILLINOIS—Irwin Paper Company
RICHMOND—Virginia Paper Company
ROCHESTER—Geo. E. Doyle Paper Company
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper & Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper & Stationery Company
WASHINGTON—Virginia Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl St., New York
W. C. Powers Company. Ltd.. Blackfriar's House, London, E. C., England
J. P. Heilbronn, Manila, P. I.
ENVELOPES—United States Envelope Company, Springfield, Mass.
TABLETS AND TYPEWRITER PAPER—J. C. Blair Co., Huntingdon, Pa.

EASTERN MANUFACTURING COMPANY
501 FIFTH AVENUE · NEW YORK



Your Foreman Says—

"What I want is a knife that holds its edge after it gets one, that has a tough, lasting temper and doesn't have to be taken off and sent to the grinder every day or two. Give me a knife like that and I'll show you what my machine will do."

He has described a WHITE Knife—Why not let him try one?

33 Columbia St. **The L. & J. J. White Company** Buffalo, N. Y.



GENUINE STEEL AND COPPER ENGRAVED

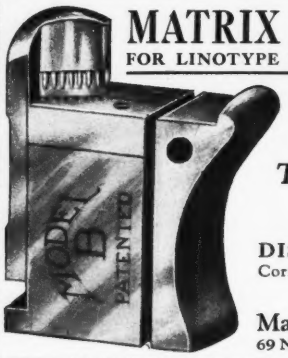
Wedding Invitations, Calling Cards, Letterheads and Business Cards, Announcements and Society Stationery.

WRITE for our beautiful Sample Books, prices and proposition we have for Printers and Stationers. You should be able to intelligently care for the engraved stationery orders that develop in your city—along with prestige, a nice profit can be realized on its sale. Write today.

ECKER & COMPANY
(INCORPORATED)
414 North Twelfth Street
SAINT LOUIS

Wholesale
Engravers, Copper Plate Printers, Designers, Steel Die Embossers of Society and Commercial Stationery

---



MATRIX RE-SHAPER
FOR LINOTYPE OR INTERTYPE MATS

Restores worn and twisted combinations to original accuracy.

Turns Lost Time Into Profit

ELIMINATES
DISTRIBUTOR STOPS
Corrects Defective Combinations
Price, $12.50

Matrix Re-Shaper Co.,
69 N. Griggs St., St. Paul, Minn.

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office

We carry in stock 132 items of BOOK and 1522 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

The INLAND PRINTER

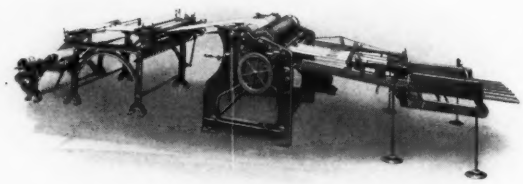
Vol. 70, No. 6 HARRY HILLMAN, Editor March, 1923

Published Monthly by
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, $4 a year in advance; single copies, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under act of March 3, 1879.

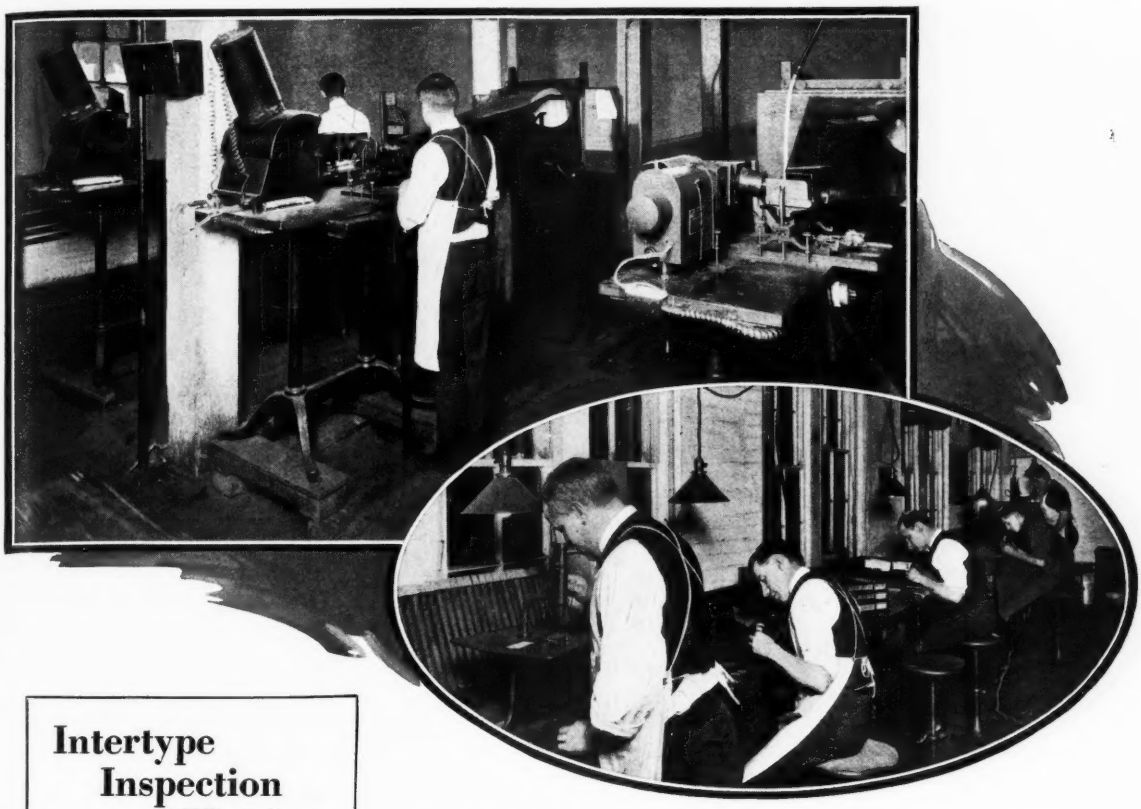
HICKOK No. 3 DISC PAPER RULING MACHINE



This machine was designed for the Tablet Manufacturer. It draws the paper from the roll or web, perforates, rules on both sides at one operation, cuts same into desired lengths, counts and is received into the lay-boy. On account of its simplicity and production, it is extremely popular. It is also made so that two rolls or webs can be ruled at the same time on both sides of the paper.

THE W. O. HICKOK MFG. CO.
Harrisburg, Pa., U. S. A.

Established 1844 **Incorporated 1886**



Intertype Inspection of Matrices

Intertype matrix inspections begin with the raw brass, which is made to our own specifications, and continue throughout the manufacturing operations, of which there are more than fifty. When the matrices are completed, inspections are made of all dimensions, as well as depth, alignment, and side position of character. The lower illustration shows some of the final Intertype matrix inspections.

One of the inspections during manufacture is shown in the upper picture. The matrices are placed in projecting machines which enlarge the characters sixty times. Careful measurements are then made to determine accuracy of alignment and side position.

INTERTYPE superiority of design is very apparent to anyone who sees a demonstration of the machine, and all publishers and printers are invited to arrange with us at any time for such a demonstration.

To those who cannot also see, by a personal inspection of the Intertype Factories, how carefully the Intertype is built, we submit the records of Intertypes nearly ten years old, which have demonstrated remarkable durability of construction and low cost of maintenance.

INTERTYPE CORPORATION

GENERAL OFFICES: 50 COURT ST., BROOKLYN, N. Y.

New England Sales Office, 49 Federal St., Boston
Middle Western Branch, Rand-McNally Building, Chicago
Southern Branch, 160-162 Madison Ave., Memphis
Pacific Coast Branch, 560 Howard St., San Francisco

Canadian Agents, Toronto Type Foundry Co., Ltd., Toronto
British Branch, Intertype Ltd., 15 Britannia St., London, W. C. 1

INTERTYPE

This advertisement was set throughout on an Intertype, the text in Intertype Scotch Roman, the display in Intertype Bodoni Bold.

UPKEEP:

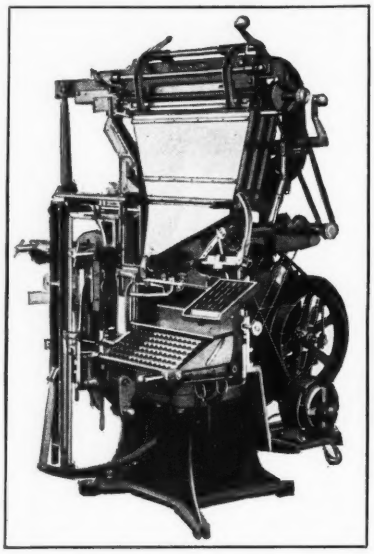
The Item that makes the prospective Typesetting Machine purchaser hesitate

HIGH cost of upkeep is one of the great problems which the prospective line-casting machine purchaser must consider. The good printer and careful business man of today must weigh long life and economy of operation against special concessions, special terms and like inducements.

It is an actual fact that your neighbor who damages or destroys on the average of but one matrix a day pays more for upkeep on this one item than the Linograph owner does on his entire machine. The whole construction of the Linograph is based on the principles of economy and efficiency of operation.

The Linograph single matrix transfer which does not use the combinations—the rigid elevator jaws with no movable parts to wear or slip—the simplification of complicated mechanism—and the exceptionally heavy and durable working parts, makes the Linograph upkeep much lower than any other like machine on the market.

Ask any Linograph owner what his upkeep cost has been. The answer will surprise you and warrant a further investigation.



Model 3 Linograph

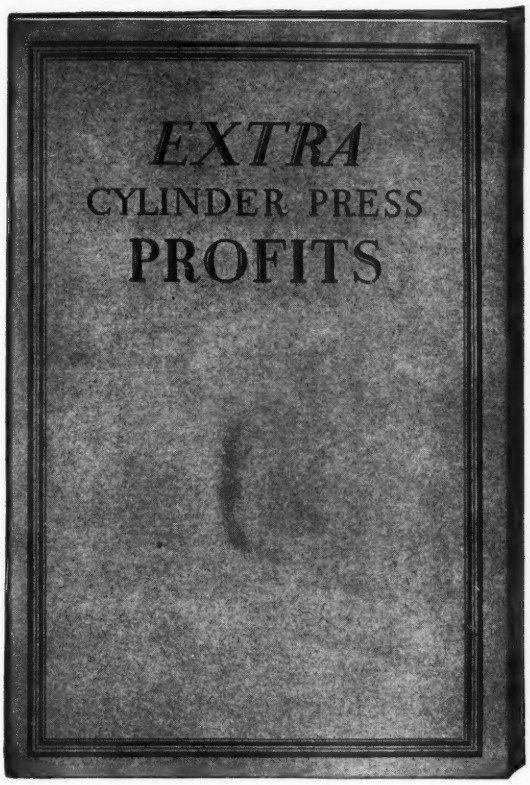
Write for New Catalog.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

EUROPEAN AGENCY	WESTERN AGENCY	AUSTRALASIA
ETABLISSEMENTS PIERRE VERBEKE	429 SACRAMENTO ST.	PARSONS & WHITTEMORE
BRUSSELS, BELGIUM	SAN FRANCISCO, CAL.	229 BROADWAY, NEW YORK

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*



"It is surprising how few men appreciate the enormous dividends derivable from investment in their own business. And yet, most business men whom I have known invest in bank shares and in far-away enterprises, while the true gold mine lies right in their own business."

—ANDREW CARNEGIE

Extra Profits–

and how printing plants throughout the world are making them

THIS 48 page booklet, just off the presses is a composite story telling how thousands of printers are making Extra Dividends every year on their cylinder press work.

A copy will be sent you on request FREE of Charge and without obligation of any kind. Send a note or card NOW.

DEXTER FOLDER COMPANY

28 WEST 23RD STREET, NEW YORK

Feeders, Folders, Cutters, Stitchers, Bundling Presses

CHICAGO, ILL. PHILADELPHIA, PA. BOSTON, MASS. CLEVELAND, OHIO ST. LOUIS, MO.

Agents

HARRY W. BRINTNALL, SAN FRANCISCO & LOS ANGELES, CAL. DODSON PRINTERS SUPPLY CO., ATLANTA, GA.

E. G. MEYERS, DALLAS, TEXAS

More Work, Better Work
Less Labor and Less Cost

The LEE Two-Revolution Press will demonstrate the truth of this statement in every detail on any kind of work that it is possible to successfully handle on any two-roller, two-revolution pony press

More Work—Owing to the reliability of operation, simplicity of construction, ease of making the few simple adjustments necessary in changing from one form to another, cutting make-ready time to a minimum, the LEE TWO-REVOLUTION PRESS will produce more work than many higher priced machines.

Better Work—To produce the highest class of work possible, a two-revolution press must have a rigid impression, perfect register, ample ink-covering capacity, and good distribution. These features, and many others, are found in the LEE PRESS.

Less Labor—Being simple to operate, it does not require a highly-skilled pressman in constant attendance, consequently any good feeder can take care of it, releasing the pressman for other duties. Many enthusiastic and successful operators of LEE PRESSES have never handled a two-revolution press before.

Less Cost—Taking into consideration the very moderate first cost and economical expense of operating and up-keep, it has been proven that the LEE PRESS is one of the most profitable investments it is possible for the progressive printer to make.

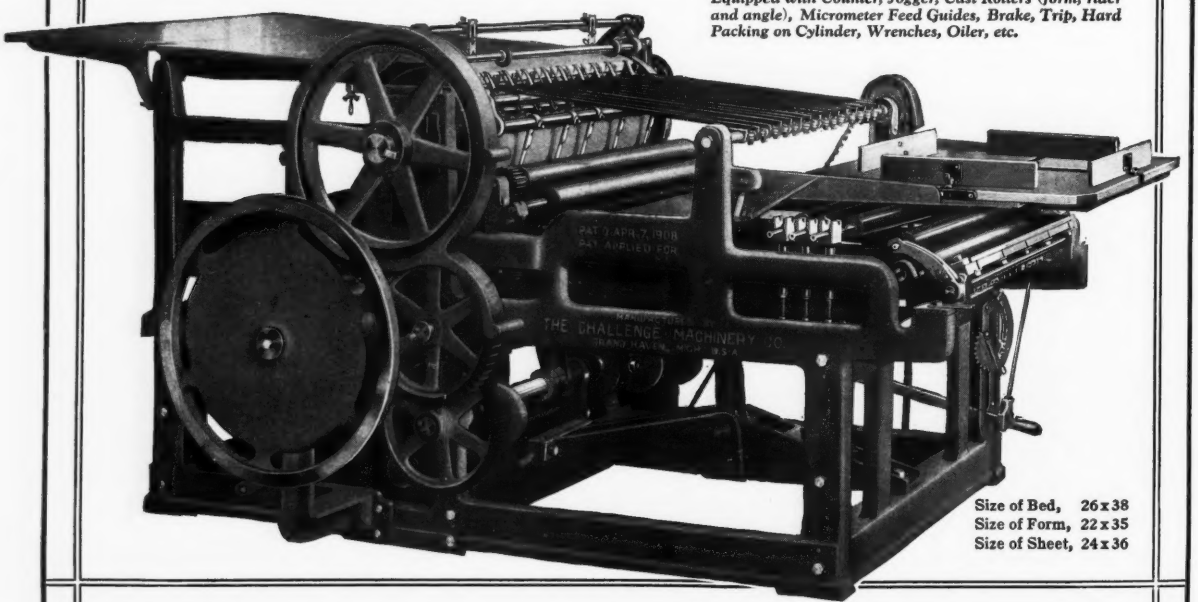
YOU OWE IT TO YOURSELF TO SEND NOW FOR FULL PARTICULARS AND PRICES

The Challenge Machinery Co., Mfrs.,

Grand Haven, Mich.
Chicago **New York City**

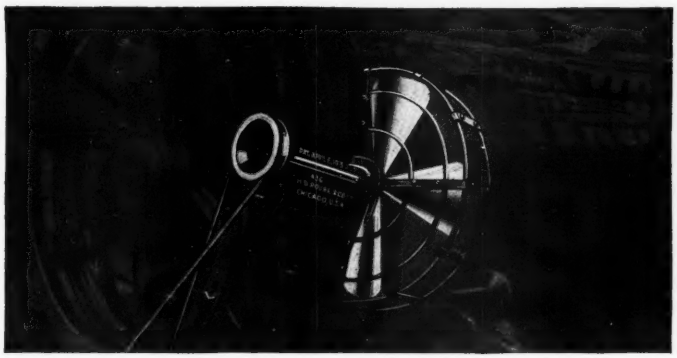
Canadian Representative: GRAPHIC ARTS MACHINERY LIMITED, Toronto.

Equipped with Counter, Jogger, Cast Rollers (form, rider and angle), Micrometer Feed Guides, Brake, Trip, Hard Packing on Cylinder, Wrenches, Oiler, etc.



Size of Bed, 26x38
Size of Form, 22x35
Size of Sheet, 24x36

ROUSE



Rouse Roller Fans Nos. 1 and 2

Grab Your Telephone

Call any prominent Type Founder or Dealer and have them send a Representative to explain the necessity for ROUSE Roller Fans — driven by the press mechanism — not by electric motor. Do not wait until the warm weather comes and your rollers have melted.

Many Hundreds of ROUSE Roller Fans Now In Use. Note a few Big Users in this list —

American Colortype Co.	Chicago	37	Rouse Fans
Max Lau Colortype Co.	"	20	" "
Manz Engraving Co.	"	24	" "
Transo Envelope Co.	"	14	" "
U. S. Ptg. & Litho. Co.	Baltimore	26	" "
Brown & Bigelow	St. Paul	9	" "
Punton Bros. Pub. Co.	Kansas City	7	" "
S. Rosenthal & Co.	Cincinnati	7	" "
Southern Pub. Assn.	Nashville	3	" "
Oberley & Newell	New York City	3	" "
Victor Talking Machine Co.	Camden	9	" "
Capper Printing Co.	Topeka	4	" "

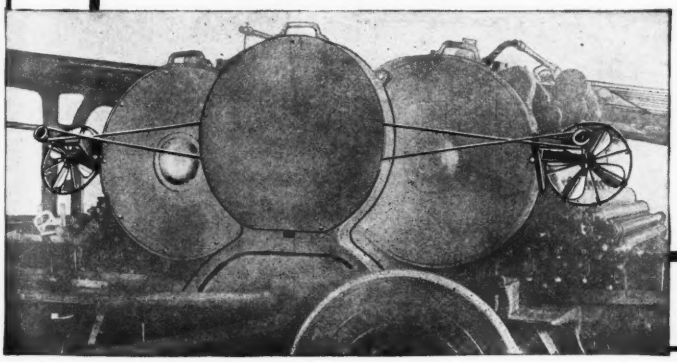
H. B. ROUSE & CO.

New York Office, 41 E. 42d Street
J. HENRY STEPHANY, Eastern Manager

Factory:
2214 Ward Street, CHICAGO

CAUTION — Always specify the size and kind of press the Fan is to be used on. Fans Nos. 1, 2 and 5 CAN NOT be used on presses with automatic feeders. Before ordering either of these, make sure there is at least 7/8-inch available space on the pulley shaft for the split sheave.

ROUSE Roller Fan No. 4 — Steel Cover Plate in place on Two-Color Miehle

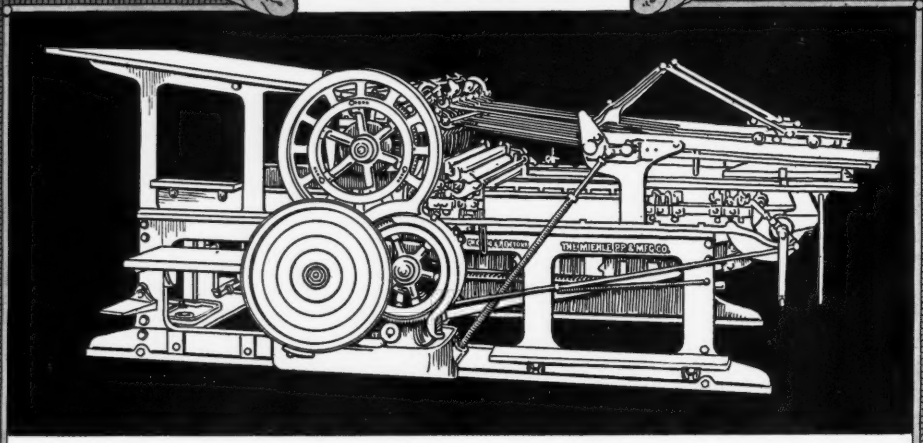


ROUSE ROLLER FANS

Fan No. 1 fits 46, 50 and 53 in. Miehle, hand feed	$25.00
Fan No. 2 fits 56 to 46 x 68 in. Miehle, hand feed	25.00
Fan No. 3 fits 56 to 74 in. Miehles, automatic feed	32.00
Fan No. 4 fits Miehle Two-color Presses, hand or automatic feed (two fans)	60.00
Fan No. 5 fits Miehle Presses with Upham Color Attachment (two fans)	50.00

F. O. B. Chicago.

The Miehle



Individualism

CHARACTER is not to be read by surface indications. Its secret is to be sounded only through observation of conduct over a long period.

It is not enough to note how it reacts to any limited set of circumstances. It is only when the reactions in a large number of cases are considered together that we are able to establish the individual character.

And it is just this sort of observation which has determined the individual character of the Miehle in the estimation of the printing world. It has met every test to which it has been subjected. It has established its individualism.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block — PHILADELPHIA, PA., Stephen Girard Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2630 Woolworth Bldg. — DALLAS, TEX., 611 Herre Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

The Westvaco Mill Brand Values are itemized *in* *The Mill Price List* *issued* Monthly



The Westvaco trade-mark stands for satisfactory pressroom performance and *uniform* grade standands

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

Manufactured by West Virginia Pulp & Paper Co.

Atlanta	The Chatfield & Woods Company
Augusta, Me.	The Arnold-Roberts Company
Baltimore	Bradley-Reese Company
Birmingham	Graham Paper Company
Boston	The Arnold-Roberts Company
Buffalo	The Union Paper & Twine Company
Chicago	West Virginia Pulp & Paper Company
Cincinnati	The Chatfield & Woods Company
Cleveland	The Union Paper & Twine Company
Dallas	Graham Paper Company
Des Moines	Carpenter Paper Company
Detroit	The Union Paper & Twine Company
El Paso	Graham Paper Company
Houston	Graham Paper Company
Kansas City	Graham Paper Company
Milwaukee	The E. A. Bouer Company
Minneapolis	Graham Paper Company
Nashville	Graham Paper Company
New Haven	The Arnold-Roberts Company
New Orleans	Graham Paper Company
New York	West Virginia Pulp & Paper Company
Omaha	Carpenter Paper Company
Philadelphia	Lindsay Bros., Incorporated
Pittsburgh	The Chatfield & Woods Company
Providence	The Arnold-Roberts Company
Richmond, Va.	Richmond Paper Company, Inc.
Rochester	The Union Paper & Twine Company
St. Louis	Graham Paper Company
St. Paul	Graham Paper Company
Washington, D. C.	R. P. Andrews Paper Company
York, Pa.	R. P. Andrews Paper Company



See What You Have Sent Us

Here are some forms marked with the familiar word "RUSH!" Are they yours?

No name appears on the chases — no identifying slugs are locked up with the forms — nothing to help the electrotyper keep track of them as yours.

No formal order — just a rough proof carrying notations in pencil — followed by the inevitable "RUSH."

With the type forms comes a package of half-tones — *blocked*. These are to be lead-moulded and sweated into the type.

How do we know they are to be lead-moulded and sweated? Somebody from your house has telephoned somebody at our house.

BUT — a few facts were omitted in that telephone conversation.

Nothing was said about the type being filled up with old dry ink which must be cleaned out before moulding.

Nothing about the stone-man having locked up these forms with low spaces, quads and justification, thus making it very difficult to secure a perfect wax mould.

And, finally, nothing said about the original half-tones being sent blocked for lead moulding — when they should be unblocked and free from engraver's enamel and printer's ink.

Yet this is a typical "order," not only from your house, but from printing houses generally.

Obviously, it would pay you to call upon your electrotyper, and once and for all straighten out your method of ordering duplicate plates.

The contact between your composing room and your electrotyper should embrace the closest kind of co-operation — if that word — RUSH — is to mean what you want it to mean.

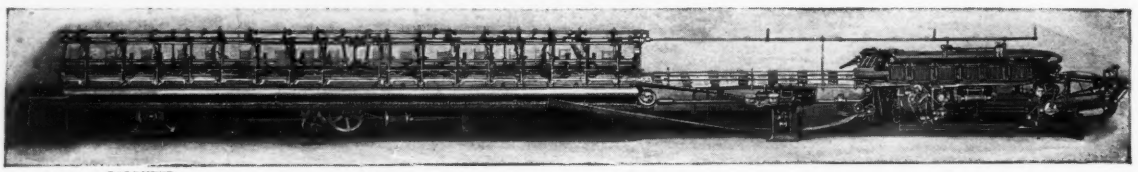
Will you promise us that you will call on your electrotyper — soon?

INTERNATIONAL ASSOCIATION *of* ELECTROTYPERS

HEADQUARTERS: 147 FOURTH AVENUE, NEW YORK

JUENGST
Gatherer, Stitcher and Coverer

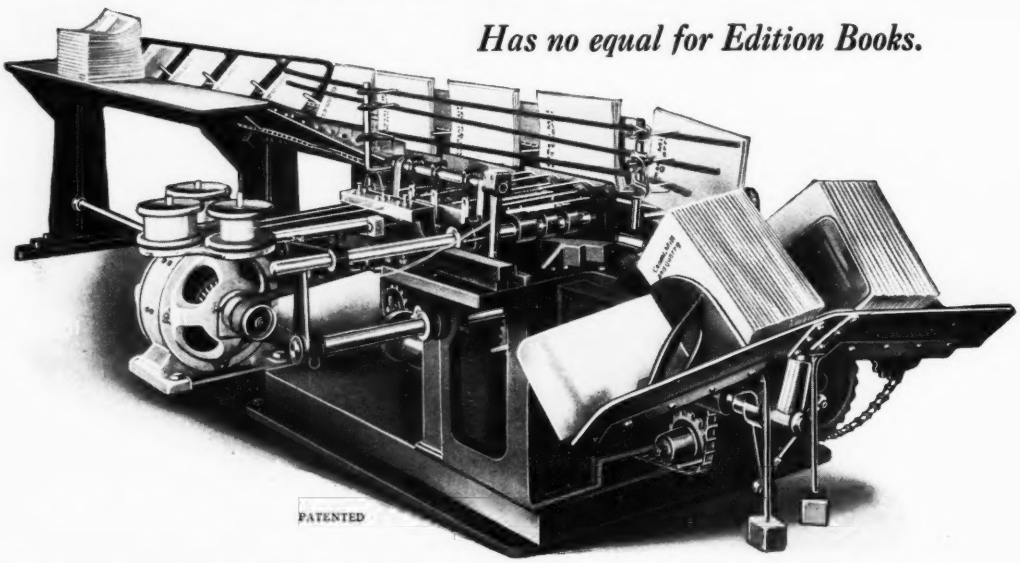
THE ONLY MACHINE that will Gather, Jog, Stitch
and Cover Books all while in Continuous Motion



PATENTED

Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.



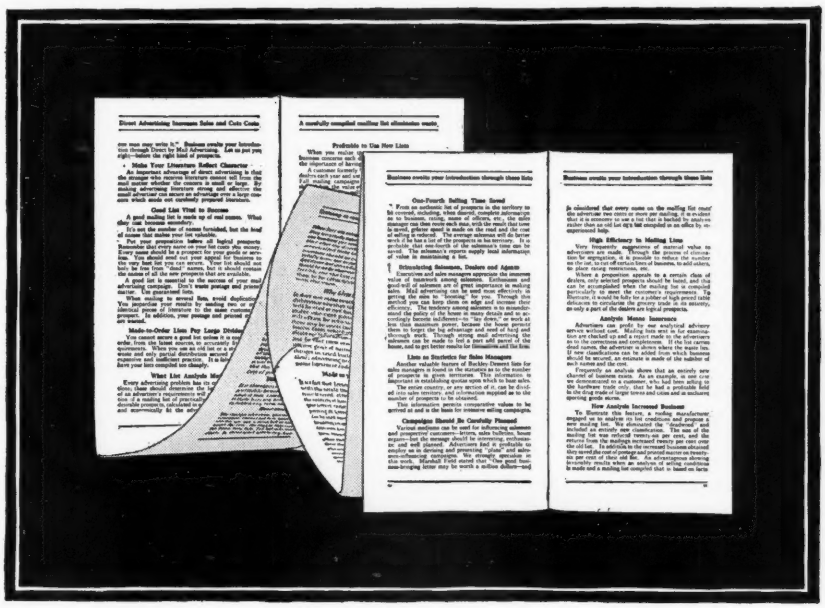
PATENTED

Juengst Continuous Side Stitcher

The only stitcher that will drive 1, 2, 3 or 4 staples without stopping the book.
Built as a separate unit, with feed table and delivery.

Let Us Solve Your Bindery Troubles
and give you accurate books, better books, and more books, at less cost.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City



Only A Cleveland Can Do This—

Fold a 20-Page Booklet in *One Operation*

THE CLEVELAND FOLDING MACHINE has revolutionized the folding of all kinds of printed matter.

Printers used to think of the 20-page booklet as—one 16-page form, one four-page form, two folding operations plus a final operation, inserting, before it was ready for stitching.

Printers today think different, at least those who have Cleveland Folding Machines do. A 20-page booklet to them means—a 20-page form folded in one operation, either parallel—two or more on—or a combination of four parallel and one right angle.

This Cleveland way saves you having to make up the extra four-page form, the extra lock-up, the tedious, time-wasting job of double register—where color work is being done, the folding of the second form, and the inserting.

The Cleveland Folding Machine enables you to give your clients quicker service, better work, and it eliminates the waste of material caused by poor folds.

The Cleveland makes 210 different folds—156 more than all the other folders combined—and it will *fold anything that any folding machine in the world can fold.*

We would like to send you our catalogue and descriptive literature—you will find them very interesting. Just drop us a line, now, for them.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY: CLEVELAND

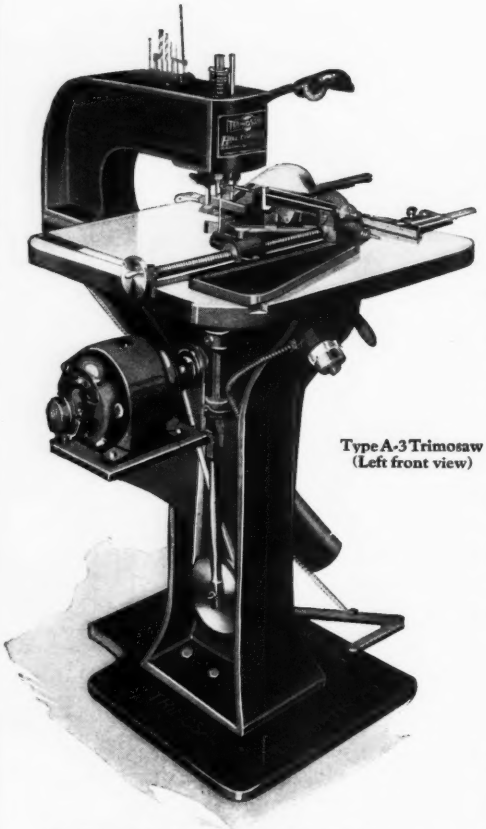
NEW YORK Aeolian Building **CHICAGO:** 532 S. Clark Street **BOSTON:** 101 Milk Street

Represented by Printers Machinery-Supply Co., San Francisco and Los Angeles, Portland, Oregon and Salt Lake City; Barnhart Brothers & Spindler, Seattle, Washington

The manufacture and sale of Cleveland Folders in Canada, New Foundland, and all countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Company, Limited, Toronto, Ontario, Canada

A TRIBUTE—
Because It Excels!

TRIMOSAW Does Excel, and Distinctly!



Type A-3 Trimosaw
(Left front view)

No Finer Machine—No Greater Money Earner—Is Available.

Trimosaw Recognition Is World Wide

In its first 18 months (following six years of painstaking, careful engineering creating) it has gone into profitable daily service for discerning printers and publishers in

24 STATES (Maine to California)
D. of C. (U. S. Printing Office)
CANADA (Quebec to British Columbia)
ENGLAND, AUSTRALIA and JAPAN.

Demand Is Never Satisfied

No greater tribute has ever been paid the product of man's brain and hand by Typographers.

HILL-CURTIS CO.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

REPRESENTATIVES

NEW YORK	E. E. Clarke	7-11 Water St.	
CHICAGO	Sam. C. Koelle	542 S. Dearborn St.	
BALTIMORE	A. E. Davis	43 E. Hayward St.	
MILWAUKEE	Milwaukee Printers Roller Co.	214 Greenbush St.	
CINCINNATI	Thos. J. Kennedy Co	337 Main St.	
MINNEAPOLIS	Printers Supply Co.	306 S. Sixth St.	
SAN FRANCISCO	Wm. Griswold	151 Minna St.	
OMAHA	Wm. B. Benson & Co.	312 S. Twelfth St.	
PHILADELPHIA	R. W. Hartnett Co.	1010 Race St.	
CANADA	Toronto Type Foundry Co., Ltd.	Toronto, Montreal, Winnipeg, Regina	

ENGLAND, Walker Brothers, Inc., London, E. C. 4
AUSTRALIA, F. T. Wimble & Co., Ltd., Sydney

If your State is without a TRIMOSAW you will be interested in our Special Offer to those "Without the Fold"



Butler's

Definition of "Service"

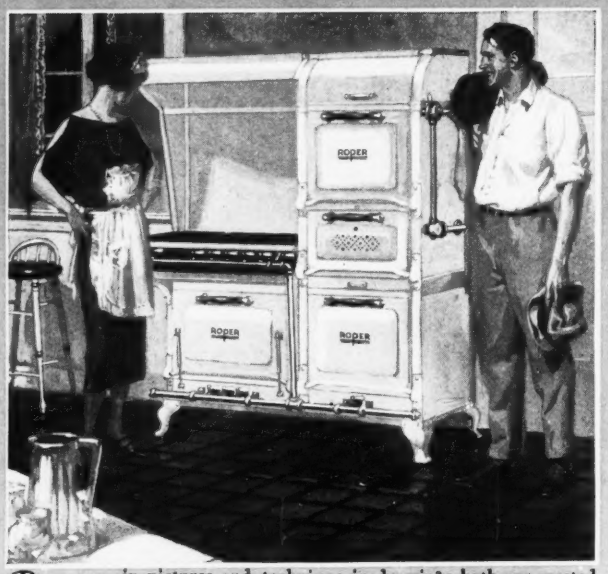
DO YOU know that "service" as you hear it used many times a day is a word which has no parallel in the languages of most other countries? American businesses have coined its meaning—and everyone who uses it gives the word a different interpretation. It means much—and little. What does "service" mean in the language of Butler?

First of all it means paper—paper for every commercial purpose—paper that is standardized to meet each specific need with a specific grade—paper which has such a definitely established quality that the men who sell it to you can say, "If this paper does not give you satisfaction—we will."

But "service" with Butler means more than paper. It means a unique method of distribution by which your satisfaction with Butler paper is protected and assured. Butler paper is sold to you by men who belong to your own community—neighbors of yours—who are also a part of the Butler organization and able to command its full facilities to meet your local needs and give satisfaction.

The word "service" as used by Butler has been growing for over three quarters of a century to its present significance. It is still growing because Butler is still finding new ways to be more useful and more serviceable to the printer and the user of paper.





Beauty in pictures and technique in drawings both are wasted when you do not choose the right paper to print them upon

Butler Service—*in Coated Book Papers*

BUTLER'S Artisan Enameled Book, Butler's Forty-Fold Broadside Enamel, Butler's Snowflake Enameled Book, Butler's Melotone Coated Book, Butler's Ambassador Enameled Book—

—these five names represent a line of coated book papers which accurately demonstrates what Butler means by Standardized Papers.

ARTISAN signifies the highest attainable quality in glossy coated book papers, both in body stock and coating materials.

FORTY-FOLD is an enameled paper which folds, and yet is capable of taking fine halftones.

SNOWFLAKE supplies the need for a paper which gives printing results of an excellence surpassed only by Artisan.

MELOTONE is individualized by a dull coated printing surface—low in light reflection but so smooth that it takes a perfect impression of halftones.

AMBASSADOR is the paper to use where economy is essential and yet an attractive and satisfying result is required.

You will find the same application of Standardization in all the Butler papers which are offered to you through the Butler Divisions.

DISTRIBUTORS OF BUTLER BRANDS—*Standardized Paper*

DOMESTIC

J. W. Butler Paper Company	Chicago	Missouri-Interstate Paper Company	Kansas City
Standard Paper Company	Milwaukee	Southwestern Paper Company	Dallas
McClellan Paper Company	Minneapolis	Southwestern Paper Company	Houston
St. Paul Paper Company	St. Paul	Sierra Paper Company	Los Angeles
Butler Paper Company	Detroit	Pacific Coast Paper Company	San Francisco
Central Michigan Paper Company	Grand Rapids	Pacific Coast Paper Company	Fresno
Mississippi Valley Paper Company	St. Louis	Mutual Paper Company	Seattle

Endicott Paper Company, Portland

EXPORT

Patten Company, Ltd. . . . Honolulu, T. H.

Butler American Paper Company
New York, Chicago, San Francisco

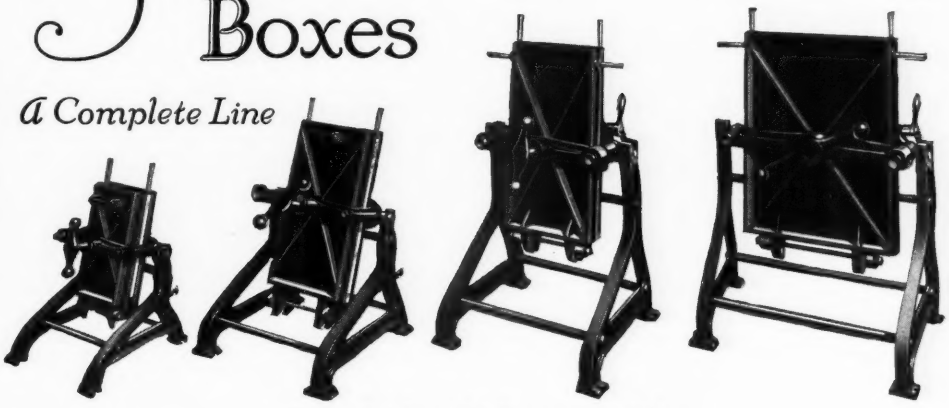
BUTLER PAPER CORPORATIONS

NEW YORK CHICAGO SAN FRANCISCO

BUTLER BRANDS
Paper
THE BEST

Superior Stereo Casting Boxes

A Complete Line



Sizes to Suit Every Job Printer and Publisher



Showing Box equipped with Cores, for Casting Cored Plates—a Metal Saver for Newspapers

The awakening of printers to a realization that something must be done about the high cost of plates and excessive tieup of capital in metal where forms are kept standing—has brought the perfected dry mat stereotyping process to the fore. These outfits are now in great demand by job printers, book and publication printers, as well as newspaper publishers. Many electrotyping plants are using the process for a large class of plates.

With a Dry Mat Cold Process Stereotyping Outfit the printer may substantially reduce his electrotyping expenditure, as dry mat stereotype plates are very quickly and cheaply made by this simplified process, and fully meet the requirement of clearfaced, durable plates for an extensive variety of work. A considerable saving is effected by release of standing forms—as from a dry mat kept on file any desired number of plates may be cast when wanted.

Superior Stereotype Casting Boxes are made in sizes 9½x14, 13½x22, 14x26 and 20x28 inches, and are obtainable with accurate gauges for casting both typehigh stereotypes and thin plates for mounting on wood or metal base—and they may also be used for casting metal bases for plates.

SUPERIOR PRODUCTS SINCE 1868

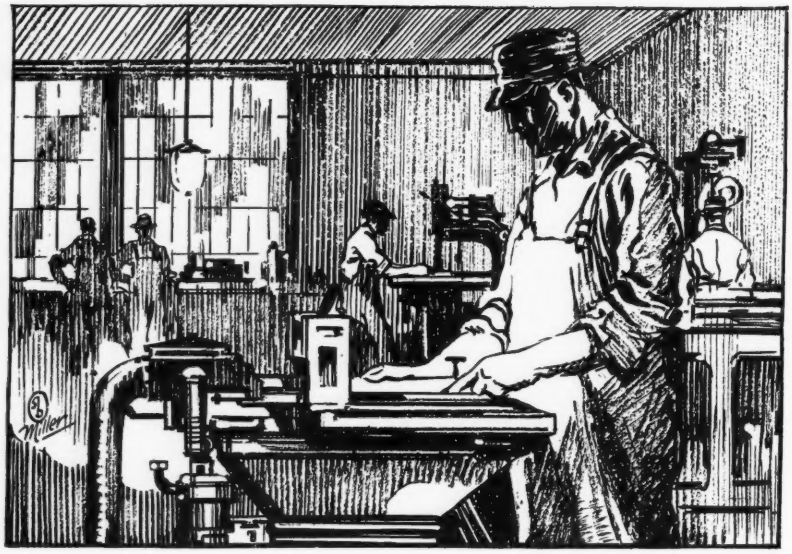
We supply everything needful for Stereotyping—metal, furnaces, mold pans, ladles, skimmers, brushes, saws and typehigh planers

Barnhart Brothers & Spindler

Superior Specialties for Printers

Washington, D.C. Chicago Saint Paul Omaha Seattle Vancouver, B.C.
Saint Louis Dallas Kansas City

Set in Pencraft Faces Brass Rule No. 5193 Pencraft Border No. 445



TRUE EFFICIENCY

The use of good printing plates in modern efficient volume printing is not only an essential factor, but an economy. They do not add to the cost but rather are the medium to diminish it Quality and production are assured when Lead Mould electro duplicates are used

Plate Makers to the Graphic Arts

LEAD MOULD ELECTRO-TYPE FOUNDRY INC.

LEAD MOULD ELECTROTYPE FOUNDRY

504 W. 24th Street INCORPORATED *New York, N.Y.*

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

Frohn Continuous Air Wheel Feeder

Designed for Cleveland folding machines



Insures largest possible production from a Cleveland. No other automatic feeder like it.

In a class by itself for—

Handling short runs to advantage.

Can be loaded while running preceding job.

Rotary suction air wheel and positive paper control makes it possible to handle dull and sensitive coated paper stocks without marring, scratching or bruising sheets.

INVESTIGATE BEFORE EQUIPPING YOUR CLEVELAND!

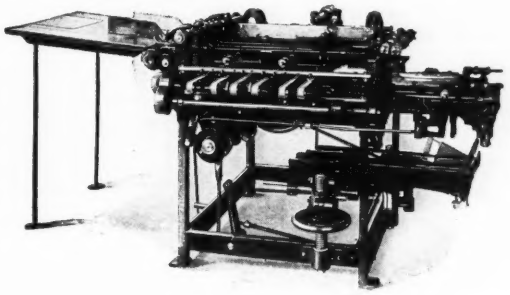
GRS

Good Reliable Service

1 Folders
2 Folder Feeders
3 Press Feeders
4 Wire Stitcher Feeders
5 Cutters
6 Roll Feed Job Presses
7 Gathering Machines
8 Covering Machines
9 Round Hole Cutters
10 Pneumatic Appliances
11 Bundling Presses
12 Slip-Sheet Separators
13 Sheet Varnishers
14 Tipping Machines
15 Ruling Machines
16 Ruling Machine Feeders
17 Register Line-up Tables
18 Press Slitters
Etc.

G. R. S. Jobbing Type Folders

Experience of years Built into G. R. S. Folding Machines



All G. R. S. folders scientifically geared obtaining even distribution of power, reducing friction and strain and permitting speed and reduction of upkeep.

ADJUSTMENTS — Latest methods and particular attention have been given all adjustments from feedboard to packer boxes—not too many, just enough. Easy to "catch on to" and stay where they are set.

Built in several sizes.

Put your folding problems up to us!

GEORGE R. SWART & CO., Inc.

Cost Reducing
Printers' and Bookbinders' Machinery

NEW YORK
Printing Crafts Building
461 Eighth Avenue

SAN FRANCISCO
Western Agents
Printers' Machinery Supply Co.

CHICAGO
Transportation Building
608 S. Dearborn St.

3

DETACH AND MAIL NOW

(City) .....

GEORGE R. SWART & Co., Inc.
New York *or* Chicago

Send, without obligation, data on the equipments corresponding to the numbers we have checked:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

We are also interested in .....

.....

Firm .....

By .....



Any Commercial Printing Plant Doing a Business of $100 a Month or More Needs

The UNIVERSAL PRINTING PRICE LIST

TO be without such a reference book—which gives prices on all small printing up to 10,000, simply and accurately—means that a valuable and necessary business accessory is lacking.

The lease price is but $10.00 a year—no other payment—and entitles lessee to all changes and additions that will be issued for one year. At this low price, there is no need of any shop being without a price list on printing for small work only.

Send your check for ten dollars for the first year's lease. If not satisfied in ten days, return the price list and get back your money.

Universal Publishing Company

701 W. O. W. BUILDING OMAHA, NEBRASKA

THE LINOWRITER

Will Increase Your Plant and Office Efficiency



Reasons Why:

1—It enables a person to become an expert keyboard operator on both the slugcaster and typewriter.

2—It is a standard typewriter with a keyboard arrangement that conforms to the slug-caster keyboard.

3—It will enable you to train your own keyboard operator to get up speed and accuracy, saving the time and wear on a valuable slug casting machine.

4—It serves as an admirable device for a beginner to work out correct combinations right in his own home or office to develop *speed* and *accuracy*.

5—May be used by publisher to test ability of applicants for slug-casting jobs.

6—Printer-Editors in the smaller cities may write their own copy and set it up with the same type of keyboard—preventing mental mixups through memorizing of two keyboards.

Useful in Vocational School

The LINOWRITER shows on paper just what the pupil is doing, whereas the dummy Linotype keyboards which many schools are using shows nothing of the student's work. The dummy keyboard creates guesswork, the Linowriter spells efficiency and accuracy.

The price is $95.00 net, cash, f. o. b. Delevan, N. Y.

May we send you one on approval? Terms if desired.

EMPIRE TYPE FOUNDRY

Buffalo, New York

Hamilton Work Bench and Storage Cabinet



No. 13646

A cabinet that will prove its worth every day, in actual saving in time and labor, in any printing plant—large or small. One that should increase the output and thereby reduce the "hour cost" of every employe. An actual necessity in every composing room—and at a price within reach of all.

DETAILS

Entire cabinet built of steel, except top, which is of select Rock Maple, $1\frac{1}{16}$ in. thick.

Shelves adjustable on 3 in. centers, and two are supplied with each cabinet. (Illustration shows shelves spaced to provide three compartments each $8\frac{1}{2} \times 24\frac{1}{2} \times 14\frac{3}{4}$ in.)

Compartments are of proper length to accommodate full-length (24 in.) strip material, together with ample storage space for tools, brushes, etc.

Lead and Rule Cutter and Mitering Machine may be placed on top.

Door has knob and lock with key.

Legs have shoes to facilitate moving and prevent scratching of floors.

Finish: Top, natural wood; body, olive green baked enamel.

Overall dimensions: $36\frac{1}{4}$ in. high; $24\frac{1}{2}$ in. wide; 16 in. deep.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods Are For Sale by All Prominent Type Founders and Dealers Everywhere

RICH, distinctive and elegant—Dejonge Art Mat represents the highest development of coated paper making in America. Common experience teaches us the importance of making a good "first impression," and nowhere does a good first impression count for more than in direct advertising—for through its paper, ink and craftsmanship, the person who receives this class of printing must be impressed with a compelling desire to read the story and examine the illustrations. Dejonge Art Mat paper contributes in no small measure to this end. Its velvety surface—which absorbs rather than reflects light—invites the eye and makes reading a pleasure. And it has another strong appeal also—its subconscious appeal to the sense of touch. Art Mat gives to type distinction and rare beauty; to halftones true photographic atmosphere; to color plates added richness and charm. Thus this incomparable dull-finish coated paper serves better than any other paper can, to create a good *first impression.*

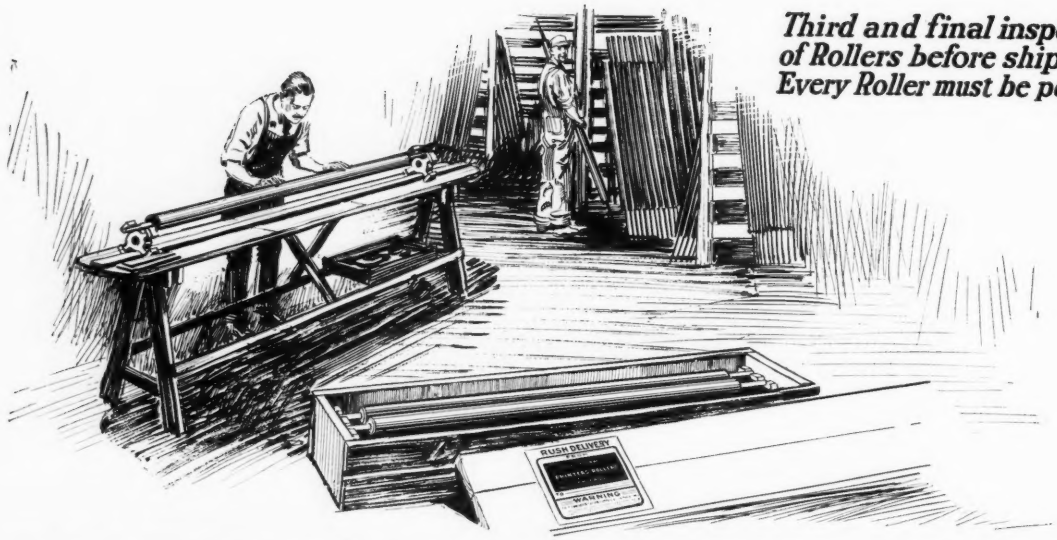
LOUIS DE JONGE & COMPANY

Ernest W Lutgraf

PRESIDENT

NEW YORK
PHILADELPHIA
CHICAGO

Dejonge Art Mat is sold only by the manufacturers and authorized agents in leading cities throughout the United States



Third and final inspection of Rollers before shipment– Every Roller must be perfect

Perfect Rollers for Better Printing

SAM'L BINGHAM'S Reliable composition Rollers are thrice subjected to rigid inspection to assure absolute perfection in each of the qualities of a good roller. Perfectly cast, properly seasoned, possessing the right elasticity and tackiness, each Bingham Roller is capable of producing the highest grade printing.

It will soon be time to order your Summer Rollers. Rollers cast in April are the best for Summer use. Place your order for future delivery with one of the eleven Bingham factories. Three generations of experience is your assurance of securing the best.

Check over last year's production on one of your presses. Figure how much you paid for its rollers and the number of impressions run. You will then see that the cost of rollers per 1000 impressions is infinitesimal. It doesn't pay to use poor or worn rollers.

For 73 Years

BINGHAM'S RELIABLE PRINTERS' ROLLERS

Sam'l Bingham's Son Mfg. Co.

636-704 Sherman St., Chicago

PITTSBURGH 88-90 So. 13th Street	ST. LOUIS 514-516 Clark Avenue	KANSAS CITY 706-708 Baltimore Avenue	ATLANTA 40-42 Peters Street	CLEVELAND, OHIO 1285 West Second Street
INDIANAPOLIS 151-153 Kentucky Ave.	DALLAS 1306-08 Patterson Ave.	MINNEAPOLIS 721-723 Fourth St., South	DES MOINES 1025 West 5th Street	SPRINGFIELD, OHIO Cor. East and Harrison Sts.

The New Monotype Lead, Slug and Rule Caster

The New Monotype Lead, Slug and Rule Caster casts leads and slugs (high and low) and rules in point sizes from 1-1/2 point to 12-point, also newspaper column rules, automatically cut to any length up to 150 picas; using our standard rule matrices—193 faces now in stock.

Production Greatly Increased
Highest Quality Rule Faces

No speed attachment required; only three cams

Mold on top of machine; readily accessible; quickly changed

Price

Equipped for two selected point sizes, $1750

Additional rule faces, $4 each

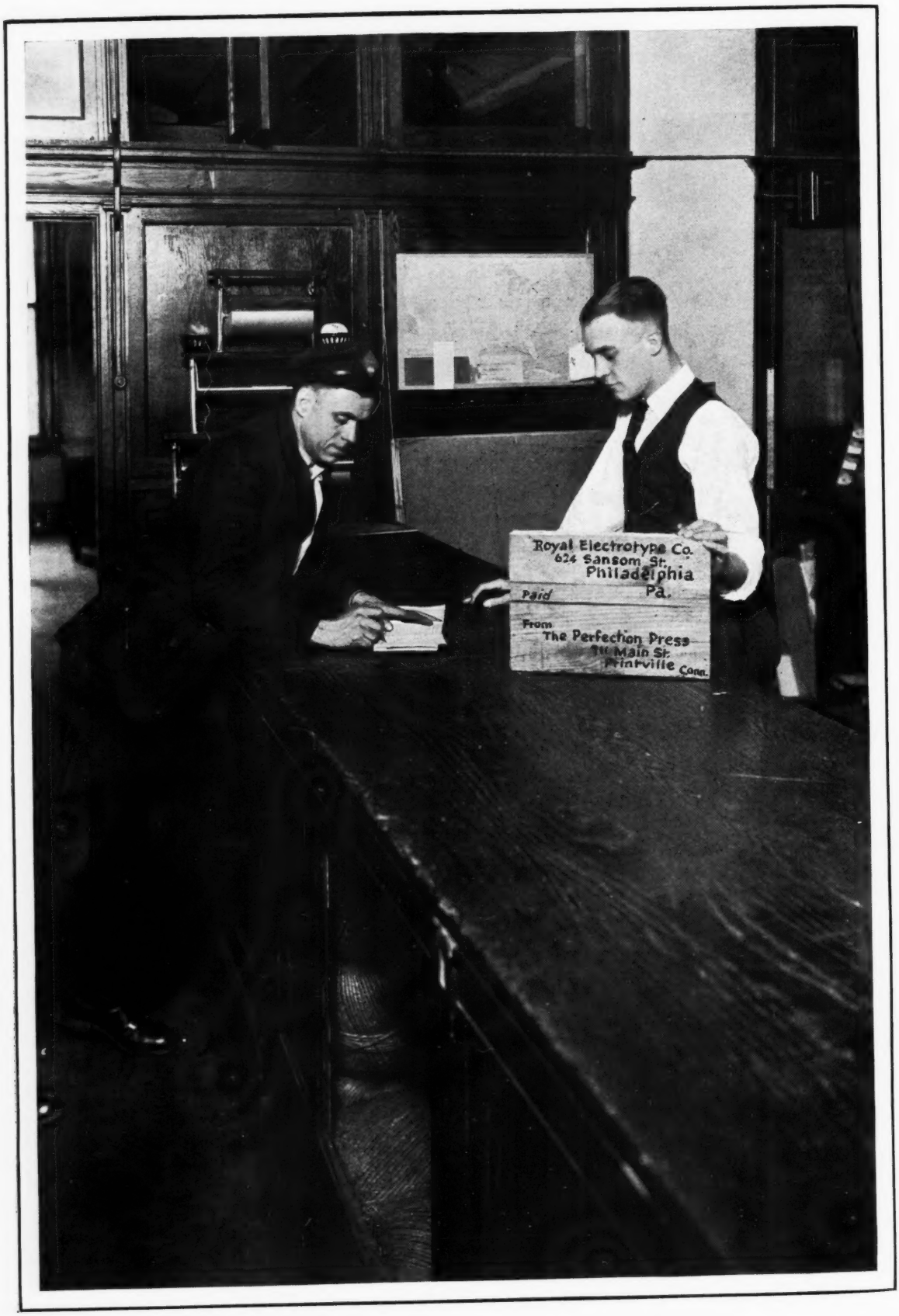
LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA : SAN FRANCISCO

387



Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

Let Us Imprint This Picture On Your Mind



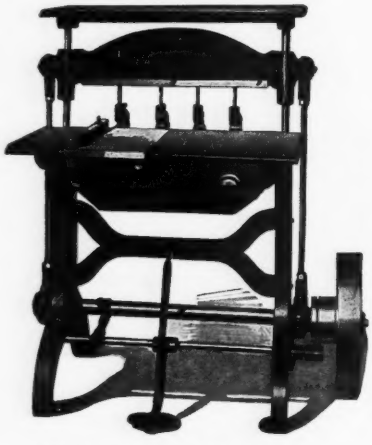
That box on the shipping counter contains a set of four-color originals. The finest lead-moulded nickel-steel duplicates obtainable are required, so the printer is sending them to Royal. That means he prefers on occasions like this to employ a specialist of national reputation. He has a clear vision of what might happen as a result of using anything less than the Royal standard of skilled workmanship. And having this picture in mind, he "plays safe," no matter how far away he is from electrotyping headquarters.

Royal Electrotype Company

624 Sansom Street, Philadelphia

Member International Association of Electrotypers

Knowing Your Requirements



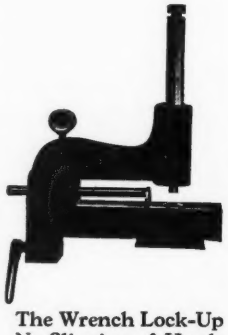
"Peerless" Punching Machine

PEERLESS

The manufacturers of "Peerless" Punching Machines and Perforating Machines know your requirements in machinery of this type through actual contact with superintendents and buyers of machinery in 90% of the large plants of the United States.

The little details that play such an important part in the proper adjustment of the machines and do away with home-made contrivances have been given special attention.

"Peerless" Machines are Complete.



The Wrench Lock-Up
No Slipping of Heads

Manufactured by

A. G. BURTON'S SON, Inc.

218-230 North Jefferson Street Chicago, Illinois



HAS THE ELASTICITY OF LIVE RUBBER
STAYS FLEXIBLE INDEFINITELY
HAS THE MAXIMUM STRENGTH

TRIPLE A is the BEST Flexible Glue possible to manufacture *at any price.* Not only *the best* but most *economical.*

Furnished in uniform cakes of about 10 lbs. each.

500 lb. or 300 lb. lots . . . . . 14½ cents per pound
100 lb. or 50 lb. lots . . . . . 15½ cents per pound

Ten Days 2 per cent, F. O. B. New York.
ANY QUANTITY SENT ON APPROVAL.

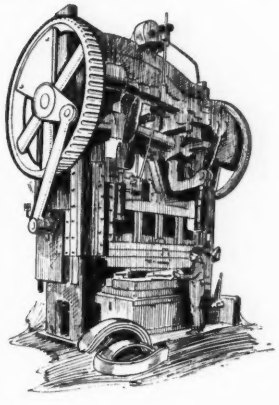
THE GENERAL ADHESIVE MANUFACTURING COMPANY

474 GREENWICH STREET, NEW YORK

BOSTON CHICAGO PHILADELPHIA TORONTO

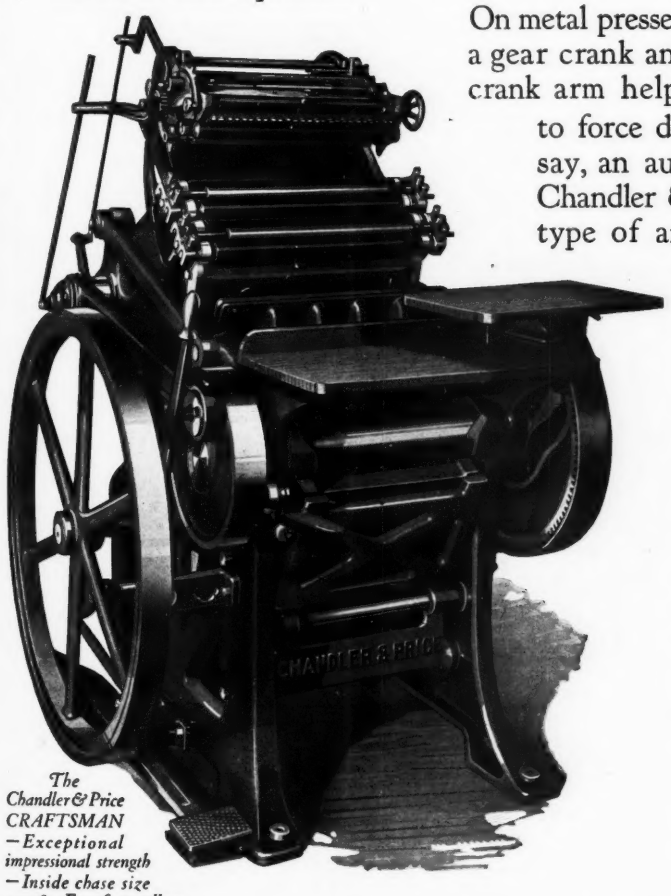
Chandler & Price Presses "Squeeze" like Sheet Metal Presses

PRINTING PRESSES capable of producing good halftone and color work *must* have exceptionally good "squeeze" or impressional strength.



It is significant that "squeeze" is obtained on Chandler & Price Presses by the same means as on sheet metal presses.

On metal presses, a gear crank and crank arm helps to force down the die, forming let us say, an automobile fender. On the Chandler & Price Press a very similar type of arrangement, refined to the highest degree, draws together the form and platen, transferring the ink smoothly and simultaneously from all parts of that form to the paper.



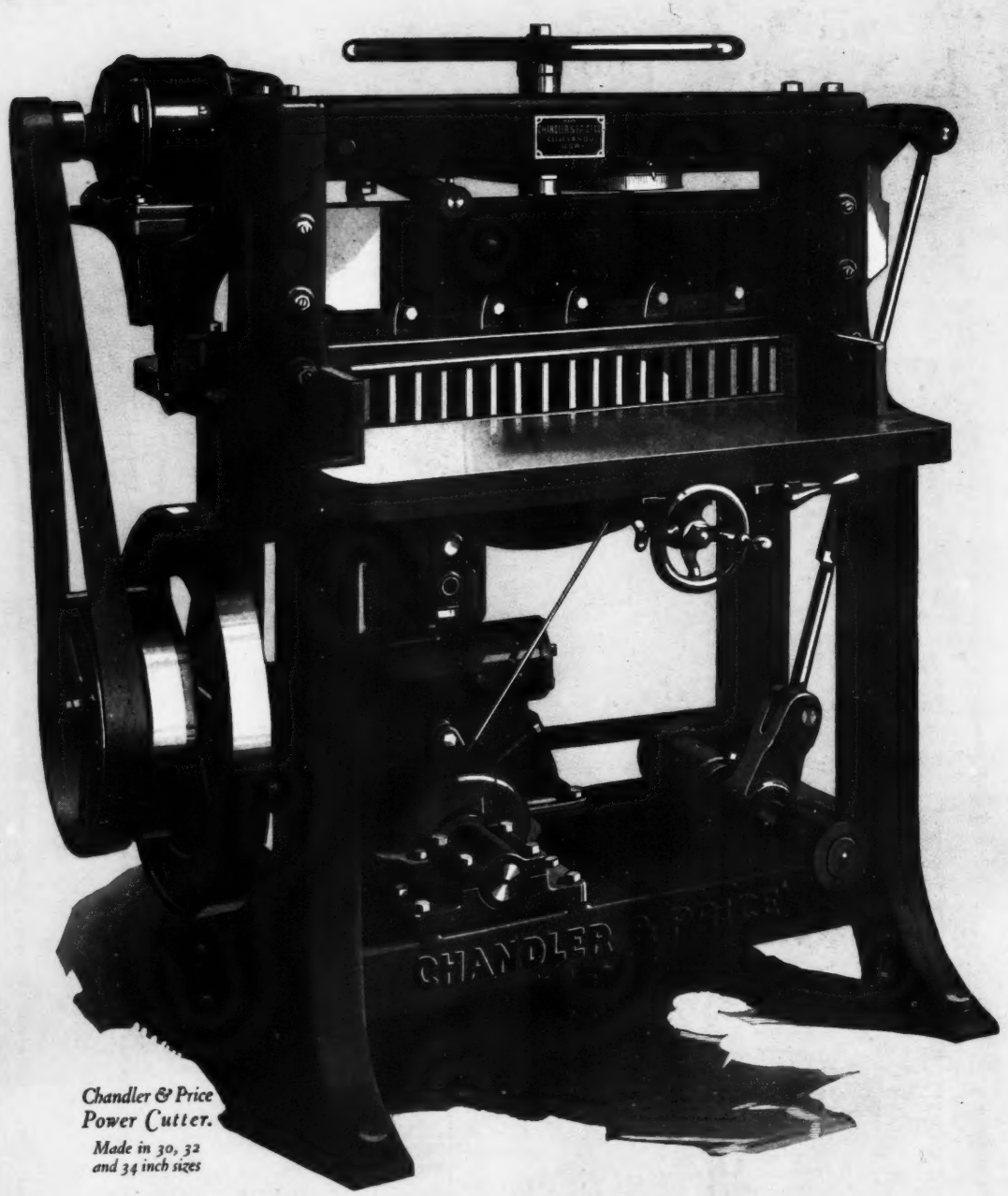
The Chandler & Price CRAFTSMAN — Exceptional impressional strength — Inside chase size 12x18—Four form rollers

Ask your jobber to show you this Chandler & Price feature. Look at the CRAFTSMAN Press and *see* how impressional strength is built into it. Ask to see some samples of work which this press produces.

The Chandler & Price Co.
Cleveland, Ohio U. S. A.

Chandler & Price

This insert printed completely on a Chandler & Price CRAFTSMAN Press



Chandler & Price
Power Cutter.
Made in 30, 32 and 34 inch sizes

Chandler & Price



"Understand, this Job is Rush!"

says your customer and he *means it.*

Avoid—

Slip-Sheeting
Jogging
Paper Spoilage
Waiting for Ink to dry
Slow-Speed Runs
Static Electricity

—

Distributors

BARNHART BROS. & SPINDLER
Chicago, Dallas, Kansas City, St. Paul, Washington, D.C., St. Louis, Omaha, Seattle

DES MOINES PRINTERS EXCHANGE
Atlanta, Ga.

C. I. JOHNSON MFG. CO.
St. Paul, Minn.

KEYSTONE TYPE FOUNDRY
Philadelphia, Pa.

LATHAM AUTOMATIC REGISTERING CO., Chicago, Ill.

RICHMOND TYPE & ELECTROTYPE FOUNDRY, Richmond, Va.

A. F. WANNER & CO., Chicago, Ill.

AMERICAN TYPE FOUNDERS CO.
New York City, Philadelphia, Pa., Buffalo, N. Y.

—

Distributors for Canada

TORONTO TYPE FOUNDRY, Ltd.
Toronto, Montreal, Winnipeg, Regina

—

Sales Offices

San Francisco . . Wm. Griswold, Rep.
Pittsburgh . . . . Wm. P. Gregg, Rep.
Dallas . . . . . E. G. Myers, Rep.

"Proofs tomorrow, sure, the finished job—next day."

With your shop full of work and presses crowded, you must, nevertheless, speed up.

Can you do it? You can!

You can run your presses at least 10% faster if required, when—they are equipped with Johnson Perfection Burners.

Think how 10% additional production is going to help you out! These burners will pay for themselves in a hurry.

Out will come your sheets in straight, even piles ready to be backed up at once and sent to the folding machines.

Offset troubles will be avoided; jogging, unnecessary. Hours of slip-sheeting saved; "static" eliminated.

That's what Johnson Perfection Burners will mean to you just as they have to hundreds of printers for the past nine years.

Let us tell you more about them.

The Johnson Perfection Burner Company
1966 East Sixty-sixth Street
Cleveland, Ohio

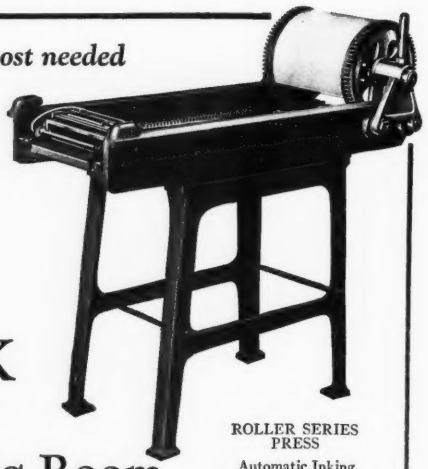
Johnson Perfection Burner

LESS SPOILAGE AND MORE SPEED

Used where Quality and Speed in taking proofs are most needed

A Larger Roller Series Proof Press

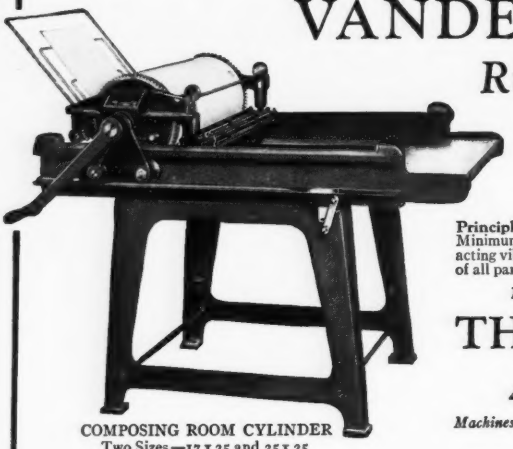
We can now supply the Roller Series proof press with a printing surface 12 x 24, automatic inking and 14 x 24, hand inking. The new press is supplied with a short crank handle to drive the cylinder. We have just shipped six of these new machines to the Government Printing Office, Washington, D. C.



ROLLER SERIES PRESS
Automatic Inking
Size, 10 x 24 and 12 x 24
Hand Inking
Size, 12 x 24 and 14 x 24

VANDERCOOK

Rigid Bed Composing Room Presses



COMPOSING ROOM CYLINDER
Two Sizes—17 x 25 and 25 x 25

Principles of Construction—Rigid, immovable bed. The moving parts are the lightest parts. Minimum floor space required. Automatic Inking. Large ink plates and no fountain. Double acting vibrator and parallel riders. Under feed. "Safety Grippers." Accessibility and simplicity of all parts. "Unit" construction.

Made and Sold in the United States with the minimum selling expense by

THE VANDERCOOK PRESS

(R. O. Vandercook & Sons, Originators of the Modern Proof Press)

452-456 North Ashland Avenue, CHICAGO

Machines carried in stock and demonstrated in Canada, Graphic Arts Machinery Ltd, 366 W. Adelaide St., Toronto. In London, Baker Sales Co., 21 Faringdon Avenue

New York City service station, American Steel Chase Co., 122 Center Street

Test it in your own plant

The CRAIG Electro-Magnetic Gas Device

—Protects Pressroom Profits

Try the Craig Electro-Magnetic Gas Device in a cold pressroom some morning. There will be no trouble from static electricity and sheet straightening will be unnecessary.

Use full color in printing on enamelled stock. No offset.

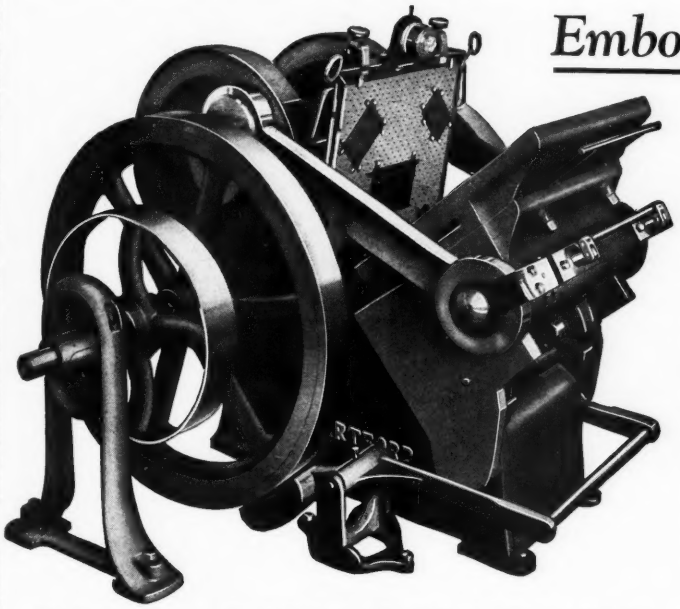
Stop the press with a printed sheet directly over the burner. It will not take fire because the burner is automatically extinguished the instant the press stops.

Any responsible printer can secure a Craig Device for a trial with the understanding that it can be returned without obligation if it doesn't prove to be the best on the market. Our booklet "Speeding up the Presses" will tell you more details. Sent free on request.

CRAIG SALES CORPORATION

636 Greenwich Street, New York City

Embossing at a Profit



The Hartford Embossing Press with Hartford Electric Heater. Size, 22 x 24 inches

The HARTFORD
Embossing Press
with HARTFORD
Electric Heater

is the ideal one-man equipment for Hot and Cold Embossing, Stamping, etc.

It has no equal for the *rapid production* of the largest and heaviest Embossed Work such as fine Photo-Mounts, Book Covers, Pamphlet and other Title Pages, heavy forms of Cigar Box and other Fancy Labels, Advertising Novelties, Cards, Stationery, Wrappers, and all such work requiring *heat, power* and *speed.*

Time and cost of production reduced practically to the level of ordinary letterpress printing.

This excellent equipment has simplified the problem of embossing to such an extent that the progressive printer no longer needs to "side-step" the finishing touch it gives to quality printing.

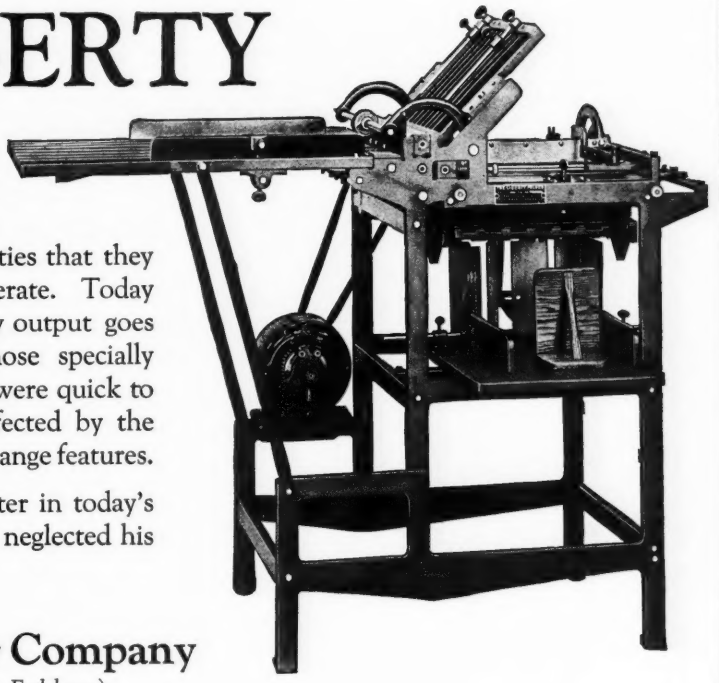
Send for "Embosser Bulletin" and full particulars.

NATIONAL MACHINE COMPANY

HARTFORD, CONNECTICUT, U. S. A.
New York Office: 23-25 East 26th Street

For sale by Graphic Arts Machinery Ltd., 366 West Adelaide Street, Toronto, Canada

The LIBERTY



The Liberty Line of folders was originally designed to give the small and medium sized printers folding facilities that they could afford to use and operate. Today 65 per cent of the Liberty output goes into the larger plants, whose specially trained department heads were quick to realize the great saving effected by the Liberty's exclusive quick-change features.

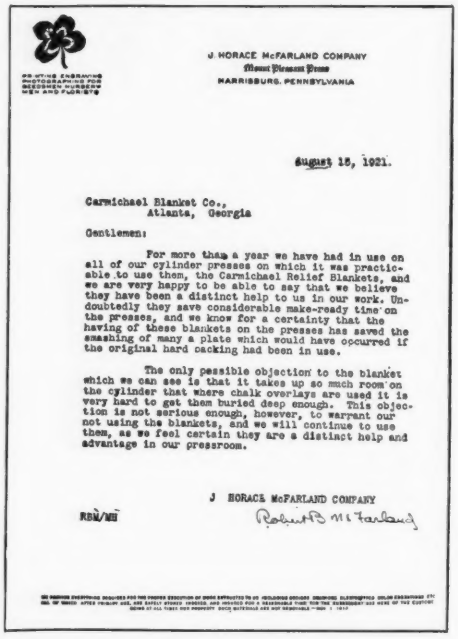
What chance has any printer in today's keen competition who has neglected his folding equipment?

The Liberty Folder Company

(Originators of Simple Folders)

Sidney, Ohio

AGENCIES IN ALL THE PRINCIPAL CITIES



J. HORACE McFARLAND COMPANY
Mount Pleasant Press
HARRISBURG, PENNSYLVANIA

August 18, 1921.

Carmichael Blanket Co.,
Atlanta, Georgia

Gentlemen:

For more than a year we have had in use on all of our cylinder presses on which it was practicable to use them, the Carmichael Relief Blankets, and we are very happy to be able to say that we believe they have been a distinct help to us in our work. Undoubtedly they save considerable make-ready time on the presses, and we know for a certainty that the having of these blankets on the presses has saved the smashing of many a plate which would have occurred if the original hard packing had been in use.

The only possible objection to the blanket which we can see is that it takes up so much room on the cylinder that where chalk overlays are used it is very hard to get them buried deep enough. This objection is not serious enough, however, to warrant our not using the blankets, and we will continue to use them, as we feel certain they are a distinct help and advantage in our pressroom.

J HORACE McFARLAND COMPANY

RBH/MH Robert B McFarland

CARMICHAEL RELIEF BLANKETS

(Patented)

Cylinder Presses
Platen Presses
Rotary Presses

or any other presses carrying hard packing can be made ready in less time, and a decided decrease in wear on forms is effected when CARMICHAEL RELIEF BLANKETS are used.

Write for booklet and price list.

CARMICHAEL BLANKET COMPANY

ATLANTA, GEORGIA

Pacific Coast Sales Office:
711-713 Mills Bldg., San Francisco, Cal.

WOOD AND STEEL FURNITURE FOR PRINTERS

INCLUDING

CUT-COST EQUIPMENTS

Made by THE HAMILTON MANUFACTURING COMPANY

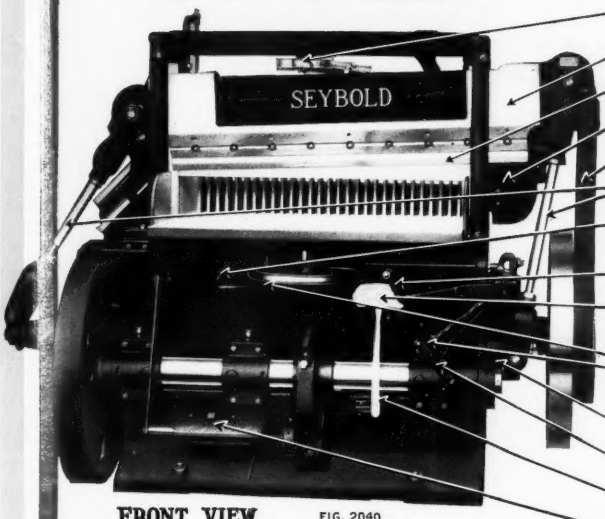
CARRIED IN STOCK AT ALL OUR SELLING HOUSES FOR PROMPT SERVICE

AMERICAN TYPE FOUNDERS COMPANY

LOOK IT ALL OVER

SEYBOLD AUTOMATIC CUTTER

40" 44" 50" SIZES

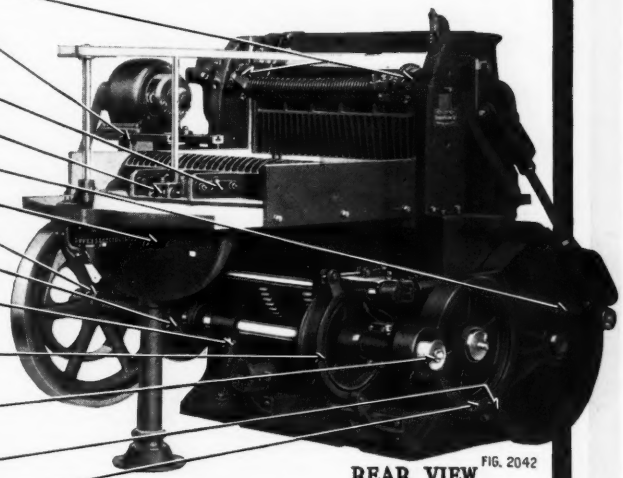


FRONT VIEW FIG. 2040

- **HAIR LINE POINTER** INDICATES POSITION OF BACK GAUGE
- **KNIFE BAR** 4 INCHES THICK (FRONT TO REAR) PREVENTS SPRINGING
- **DOUBLE SHEAR (SCISSORS) STROKE** OF KNIFE MAKES CLEAN SMOOTH CUT
- **KNIFE GUARD** COVERS EDGE OF KNIFE FULL LENGTH
- **BELT** FROM MOTOR IS INSIDE OF FLOOR SPACE LINES
- **KNIFE ADJUSTMENT** MADE BY TURNING CONNECTING RODS
- **TWO HAND THROW-IN LEVER** (ATTACHED IF DESIRED) REQUIRES OPERATOR TO USE BOTH HANDS TO START THE MACHINE
- **STARTING LEVER** MAY BE PLACED AS SHOWN OR VERTICALLY OUTSIDE AT RIGHT
- **CLAMP PRESSURE INDICATOR** TELLS AMOUNT OF AUTOMATIC PRESSURE CLAMP WILL EXERT ON PILE
- **BACK GAUGE OPERATING WHEEL AND LOCKING LEVER**
- **SPRING LATCH** PREVENTS BREAKAGE IF MACHINE IS TURNED BACKWARDS
- **POSITIVE THROW-OUT** TO CLUTCH IS KEYED TO CRANK SHAFT
- **LEVER** FOR THROWING IN CLUTCH IF STOPPED ON SOLID KNOCKER
- **CLAMP PRESSURE REGULATOR** QUICK, EASY, CERTAIN
- **SENSITIVE TREADLE** OPERATES CLAMP WITH LITTLE EXERTION

IT'S WHAT YOU GET FOR WHAT YOU PAY THAT COUNTS

- **CLAMP COUNTER-BALANCE SPRING** WITH EQUALIZING SHEAVES MAKES ACTION OF TREADLE UNIFORMLY EASY THROUGHOUT ENTIRE STROKE
- **MOTOR BRACKET** ADJUSTABLE FOR ALL SIZES OF MOTOR AND FOR TIGHTENING BELT
- **BACK GAUGE** IN THREE SECTIONS. EACH SECTION MAY BE OFFSET FOR TRIMMING BOOKS OR PAMPHLETS
- **PARALLEL ADJUSTMENT** FOR BACK GAUGE
- **LONG CRANK** PULLS KNIFE BAR IN DIRECTION OF SHEAR
- **GIB** FOR TAKING UP LOST MOTION OF BACK GAUGE
- **FLY WHEEL** ON ONE SIDE OF RIGID BEARING
- **MAIN DRIVING CLUTCH** ON OPPOSITE SIDE OF LONG BEARING
- **BALANCED BEARING** KEEPS INNER MEMBER OF CLUTCH ALWAYS CENTRAL
- **FRICTION BRAKE** OF EXTRA PROPORTIONS STOPS MACHINE SILENTLY AFTER EVERY CUT
- **SAFETY WASHER** WHEN SUBJECTED TO OVERLOAD WILL PART AND PROTECT MACHINE FROM DAMAGE
- **SAFETY BOLT** AUTOMATICALLY INSERTED LOCKS KNIFE BAR AT TOP AFTER EACH STROKE
- **GEAR GUARDS** COMPLETELY SURROUND GEARING



REAR VIEW FIG. 2042

THE SEYBOLD MACHINE COMPANY

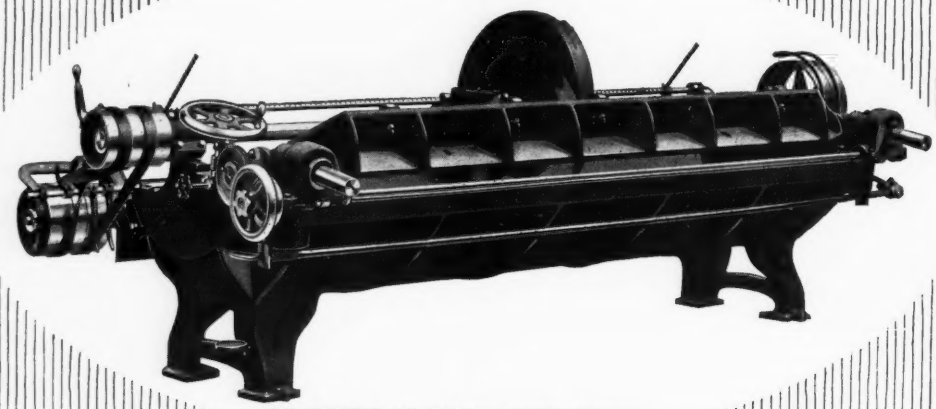
MANUFACTURERS OF

CUTTERS AND DIE PRESSES

MAIN OFFICE AND FACTORY

DAYTON, OHIO, U.S.A.

Av 51



THE SEYBOLD AUTOMATIC KNIFE GRINDER

The importance of the work which a Paper Cutter has to do warrants the best grinding equipment

Economical operation of cutters and the quantity and quality of production depend on properly ground knives

These facts demand your investigation

THE SEYBOLD MACHINE COMPANY

MAIN OFFICE AND FACTORY—DAYTON, OHIO, U. S. A.

MANUFACTURERS OF

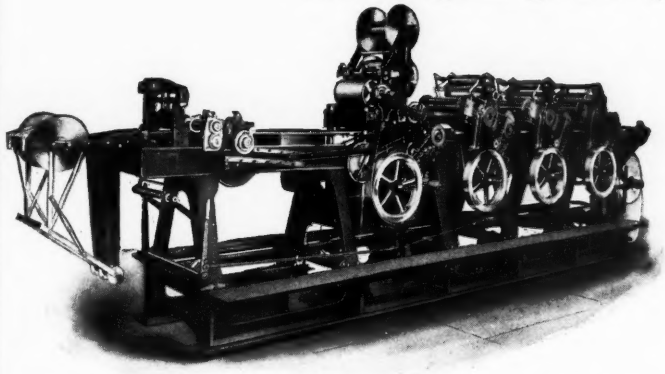
CUTTERS AND DIE PRESSES

And Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Box Makers, Paper Houses, Textile Manufacturers, Sample Card Houses, Etc.

MULTI-
NEW ERA PRESS
PROCESS

FASTEST FLAT-BED PRESS ON THE MARKET—7,500 Impressions per Hour

Once through the press completes the job



This illustrates press assembled to print three colors on the face and one on the back of the stock with slitters, punch head and rewind.

The New Era is a roll feed, flat bed and platen press, built in sections. Assembled as desired to print one or more colors on one or both sides of the paper, cloth or cardboard; also slit, punch, perforate, number, cut and score, re-inforce and eyelet tags, and a number of other special operations, all in one passage through the press.

Delivers the product slit, cut into sheets or rewound, counted and separated into batches as desired.

Most economical machine for specialty work requiring good color distribution and accurate registry.

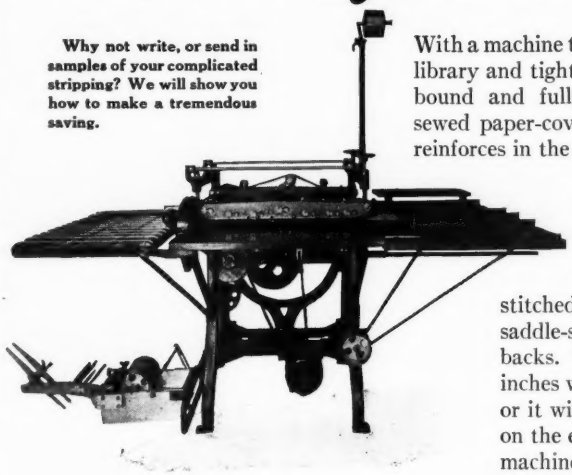
Send us samples and particulars of your requirements and let us show you what we can do therewith. Ask for literature.

The New Era Manufacturing Company

Straight and Cedar Streets, Paterson, N. J.

"The Way to Better Binding"

Why not write, or send in samples of your complicated stripping? We will show you how to make a tremendous saving.



With a machine that will strip side-stitched school books, end sheets, library and tight joint end sheets with the cloth joint visible; half bound and full-bound end sheets; reinforces side stitched or sewed paper-covered catalogs between cover and outer sections; reinforces in the center of sections; strips tailor sample books; will hinge or guard folded maps or double page advertising matter; will apply a strip of paper or cloth to the backs of tablets, quarter-bound check books, pocket checks, composition books, drafts, tariffs; in fact it will strip any style of side-stitched books which have flat backs, or any style of saddle-stitched books which have sharp or convexed backs. This machine will put a strip from ½ inch to 3 inches wide in the center of any size sheet up to 28 inches, or it will take cardboard and tip a strip of cloth or paper on the end. It will reinforce loose leaf index sheets. The machine will strip both the end sheets and outer sections of blank books after they are sewed; it will accommodate a book 1½ inches thick. The maximum thickness for back stripping is 1 inch.

As a money maker the machine can not be excelled

The Brackett Stripping Machine Co. **Topeka, Kansas**

All These Specialties Have Been Used for Years in the Leading Pressrooms

Reducol: Best for getting rid of excessive tack in printing ink, and for stopping picking, because it works simply and quickly without any harmful results. Does not affect body or color. Reducol is an ink softener, a safe dryer, and never causes mottling. Greatly improves distribution, and leaves each impression of process work with an ideal surface for perfect register and overlapping. Reducol helps to cut down offset, prevents sheets sticking, and acts as a preservative for rollers.

Blue-Black Reducol: For use with blue or black inks when a toner is desired. In other qualities identical with standard Reducol.

Magic Type and Roller Wash: Best for removing dried ink, because it cleans up even the hardest caked deposits with amazing ease, and has just the right drying speed. No time wasted either by making several applications or by waiting for drying. Will not stick type together. Livens up rollers.

Paste Dryer: Best for color work, because it dries from the paper *out*, and thereby leaves a perfect surface for following impressions. Positively will not crystallize the ink, or chalk on coated paper.

Liquid Air Dryer: Best because it is transparent and does not affect color. For one-color work and last impressions. Works very quickly.

Gloss Paste: Best because, when used as an after-impression, it not only produces an extremely glossy finish on any kind of stock, but also makes paper moisture and dust-proof — a strong selling point on label and wrapper work.

Indiana Chemical & Manufacturing Company

23-25 East 26th St., New York City — INDIANAPOLIS, INDIANA — 608 South Dearborn St., Chicago

Pacific Coast Agents: Geo. Russell Reed Company
San Francisco, Seattle, Portland, Los Angeles

Canadian Agents: Sinclair, Valentine & Hoops, Ltd.
Toronto, Montreal, Winnipeg

We Specialize in

COMPOSING AND PRESSROOM EQUIPMENT

Save Time, Improve Quality of Work
Increase Your Profit

THE LATHAM WAY

Latham Automatic Registering Co.

CHAS. J. KANERA. *General Manager*

608 S. Dearborn St., Chicago, 170 Fifth Ave., New York

Latham Register Hooks and Bases
Warnock Century Hooks and Bases
Wesel Hooks and Diagonal Bases
Rouse Hooks and Bases
Challenge Hooks and Bases
Hancock Perfection Lineup Machine
Mashek Patent Form Trucks
Rouse Paper Lifts
Rouse Roller Cooling Fans
Hacker Plate Gauge and Rectifier
Hacker Poco & Potter Proof Presses
Riebe Quoins, Guides and Keys
Challenge Quoins
Rouse Mitering Machines
Page Fountain Dividers
Johnson Roller Racks and Overlay Tables
Rouse Tympan Holders
Cylinder Press Seats
Electric Welded Steel Chases for Cylinder and Job Presses
Morgans & Wilcox Iron Furniture, Regular and Mammoth
Challenge Iron Furniture, Regular and Mammoth
Morgans & Wilcox Slauson Cylinder and Job Press Locks
Doyle Electric Heater for Cylinder, Kelly and Miller Presses
Utility, Johnson & Dietrich Gas Heaters for Cylinder Presses
Warnock & Hoerner Shute Boards for Patent Base Plates and Mounted Plates
Premier Lineup and Register Table

Profit in Speed—

QUALITY SPEED DURABILITY MEISEL

Reg. U. S. Patent Office

Your overhead is practically constant regardless of your output. An obsolete press takes up just as much valuable floor space and uses just as much power as a Meisel Press with automatic time saving devices. The extra production from the Meisel is so much extra profit.

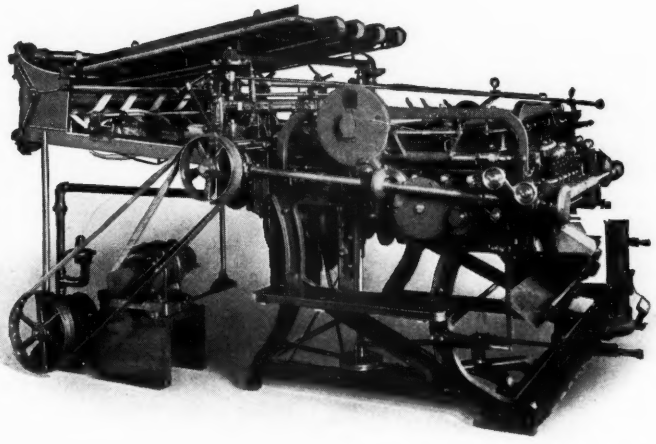
Our presses are not experiments. Their production records in large plants prove that they are sound and practical both in design and construction.

Get acquainted with the Meisel line. We have presses for every purpose from the small automatic bed-and-platen presses to the large adjustable multi-color rotaries. Your inquiry will put you under no obligation and it may be the means of starting you on the road to bigger business.

MEISEL PRESS MFG. CO.

Presses, Slitters and Rewinders

944-948 DORCHESTER AVENUE BOSTON, MASSACHUSETTS



Drop Roller Jobbing Folder No. 442

With the King Continuous Feeder

Manufactured by

CHAMBERS BROTHERS CO., Philadelphia, Pa.

GEO. R. SWART & CO., Inc., *Sale Agents*, New York and Chicago



Automatic Ink Dryer

The SAFE Gas Attachment for Printing Presses

Automatic Control Makes It Safe

Patented magnetic control automatically ignites the gas when electric button or controller starts press—cuts off gas instantaneously when press power is turned off. Gas does not light when press is inched or jogged. Even though press stops when sheet is over burners, there is no danger of fire.

Makes full color possible on heavy cut forms without cost of slip-sheeting or danger of offset.

Causes ink to begin setting before delivery—sheets retain heat after they are dry.

For cylinder or rotary presses—simple in construction and always in commission.

An inexpensive attachment that will pay for itself in a few months.

United Printing Machinery Co.

38 Park Row, NEW YORK
83 Broad Street, BOSTON
604 Fisher Bldg., CHICAGO

AGENTS FOR
Static Control Co., Inc.
NEW YORK CITY

It is Conservatively Estimated that more than

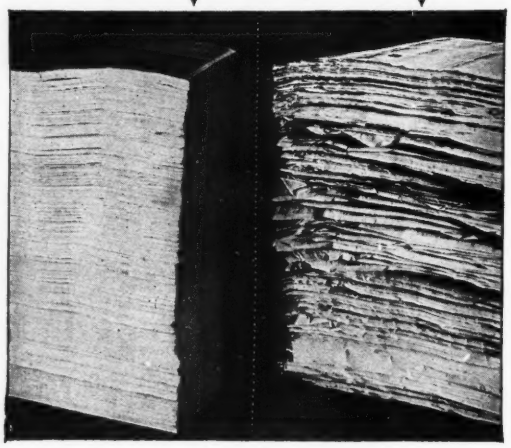
$1,000,000 a Year

is Saved to the Printing Industry by the Chapman Electric Neutralizer.

Are You Getting Your Share of This Large Saving?

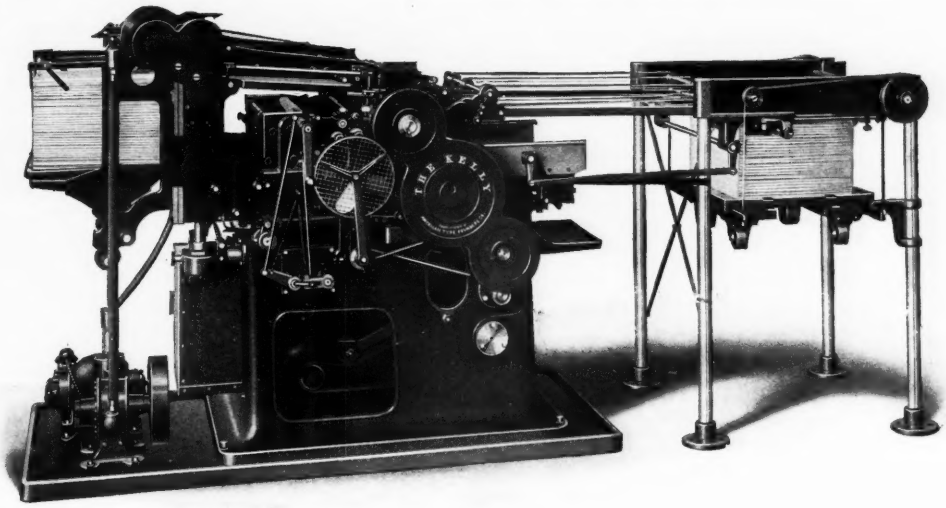
Chapman Electric Neutralizer

Makes Presses Deliver Light Paper
Like this ↓ instead of like this ↓



United Printing Machinery Company

38 Park Row, New York
83 Broad St., Boston
604 Fisher Bldg., Chicago



The Kelly Automatic Style B

FIRST in the thoughts and in the estimation of users operating nearly twenty-eight hundred presses. In a class by itself,—a producer—a profit-maker—a press without a rival. Kelly efficiency is proven by many years of successful operation in large and small printing plants everywhere.

Do Not Experiment! In the Kelly we offer an automatic printing unit—a real automatic which has run constantly and consistently for eight years in all parts of the world under the most exacting conditions. There is no doubt about the Kelly or its performance. It is tried and true and dependable. It is perfected in every detail and is the standard press for all work within its very broad range. The Kelly Automatic Press is not an experiment.

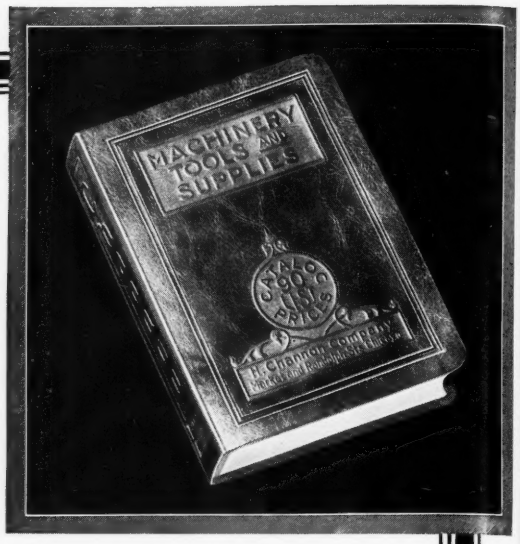
Buy on Merit, on solid worth, on a performance that has been and is now the wonder of the printing world. All kinds of work within its capacity are alike to the Kelly; process, color, tone and simple black forms are easily and perfectly handled with printing qualities and production that are a revelation. A half super-royal plus, built on simple and sensible lines, easily handled by your own operatives, the ideal press from every standpoint.

WRITE FOR QUOTATION AND CATALOGUE

American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES

SET IN CASLON OLDSTYLE NO. 471 AND ITALIC WITH SWASH CHARACTERS OLD ENGLISH BORDER



SUBMIT LOWER BIDS

and

Secure More Business

QUALITY comes first. No finer covering material at any cost can be offered to your prospect. Yet due to its low initial cost and economy of cutting, Genuine Keratol will enable you to offer superior business-getting-covers at an attractive price.

Fine tooling, embossing and stamping take well on Genuine Keratol. Every weight, grain and color to choose from. It is pliable and works up easily and effectively.

Write for Samples

Send for FREE book of samples. Test them thoroughly. Pull, twist, crush them. The rugged resistance of Genuine Keratol will astonish and please you.

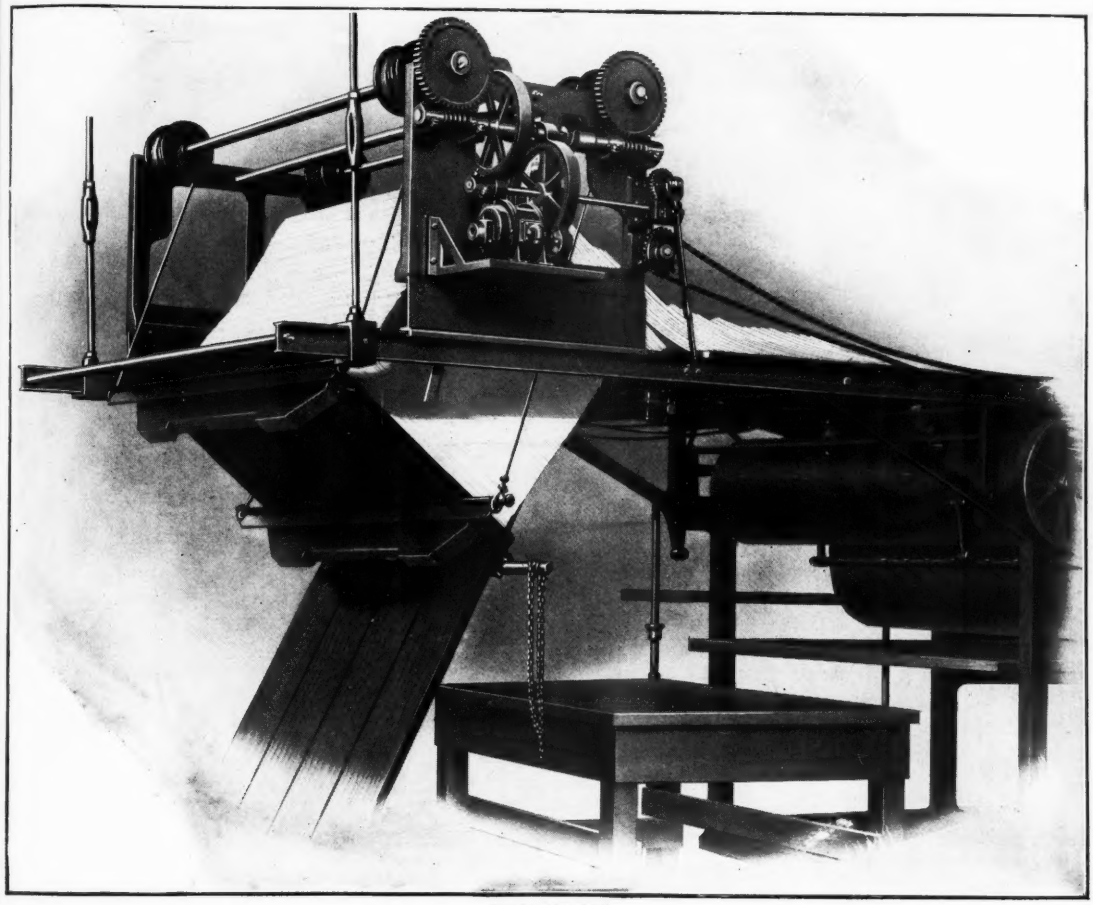
There are many imitators of Genuine Keratol Be sure you get the Genuine. It costs no more.

The Keratol Company, Newark, New Jersey

GENUINE KERATOL

GUARANTEED

Berry Semi-Gravity Board Feeder



PATENTS PENDING

WITH this machine full production of your press can be obtained. No re-piling or handling of stock. It lifts the ordinary platform with 4000 pounds of board, of any size or thickness, and delivers it to the feeder.

No reason for missing one impression, as stock is kept constantly at feeder's hand. Easily operated, strongly built and not complicated, and can be attached to any press. The machine is operated with a one H. P. motor and controlled by a foot pedal on feeder's platform. One man can keep from 15 to 20 presses supplied with stock.

We also build a straight lift for paper.

The following are firms in whose plant our feeder is operating successfully:

Paper Containers Co. . . Battle Creek, Mich.	U. S. Printing Co. . . . . Cincinnati, Ohio
Chicago Carton Co. . . . . Chicago, Ill.	Standard Paper Co. . Kalamazoo, Mich.
Cooper Paper Box Co. . . . . Buffalo, N. Y.	Thames Paper Co. . . . . Essex, England
Brown & Bailey Co. . . . . Philadelphia, Pa.	Menasha Paper Co. . . . . Menasha, Wisc.

Installed on thirty days' trial.

BERRY MACHINE COMPANY

309 NORTH THIRD ST. SAINT LOUIS, U. S A.

A Revolution in Printing Methods!

Displacement of the human press feeder means lower costs in printing—means increased production—increased income for the printer, an advance as important as typesetting itself. But it must be done by using a rapid and reliable paper feeder for the printing press, ruling machine and folder.



LEIMAN BROS.

PRESSURE AIR PUMPS VACUUM

10 Sizes

produce a steady air blast to loosen the paper sheets on the pile, and a constant never failing vacuum to carry the sheet along. No speed too rapid for these Pumps.

They take up their own wear by the action of centrifugal force.

Also used for Agitating Electrotype Solutions

Among the feeders, folders and rulers using the machines are **Kelly, Frohn, Cottrell, Dexter, Miehle, Duval, Hickok, Meisel, Hall** and many others.

GET YOUR FEEDER RIGHT—See that it has one of these Air Pumps. You'll be delighted with the service.

LEIMAN BROS.

BD5 - 81 Walker Street, NEW YORK

MAKERS OF GOOD MACHINERY FOR THIRTY-FIVE YEARS

Chandler & Price New Series Presses

MADE IN FOUR SIZES:
8x12 inches, 10x15 inches, 12x18 inches, 14½x22 inches
(inside chase measurement)

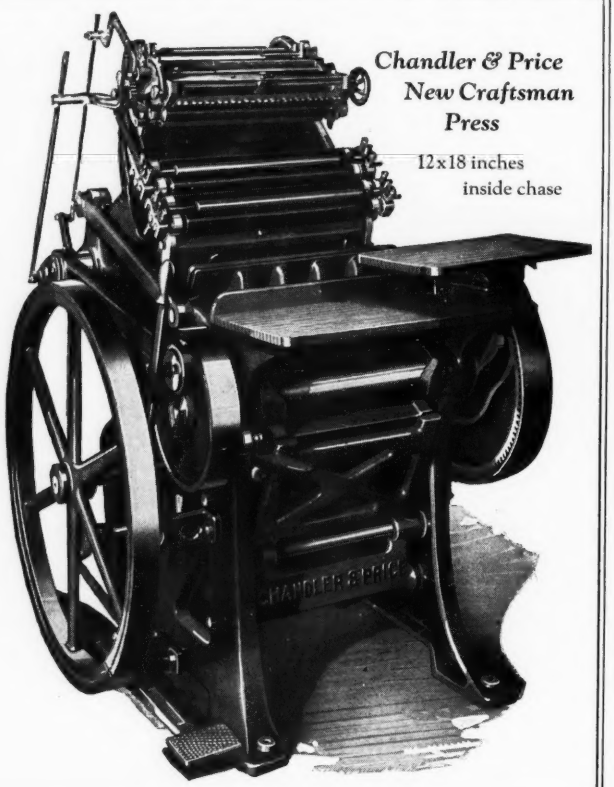
THE printer himself by the purchase of over 76,000 presses from this factory has proclaimed the Chandler & Price the standard platen printing press. Ninety per cent of the printing shops in this country have Chandler & Price Presses as their standard equipment.

Chandler & Price New Craftsman Press

A COMPLETE printing unit with Vibrating Brayer Fountain, and four form rollers with double vibrating steel rollers, giving a distribution for the heaviest solid tint or halftone. The strength of the oversize arms, shafts, brackets and gears will handle any stock, no matter how great the squeeze required.

C. & P. Presses in stock at all Selling Houses

American Type Founders Company



Chandler & Price New Craftsman Press

12x18 inches inside chase

Some Machines are Efficient Tools --Others are Just Machines

Men or machines are highly efficient only when they accomplish a maximum of work of the highest quality at the smallest expenditure of effort and money. The most capable workman cannot reach the height of efficiency with a machine that is not itself efficient. Also a machine that presents elements of danger to its operator cannot be efficient, for the safety of the operator is a first requisite. There are no mutilated fingers or spoiled work on the IMPROVED



Model No. 2

C. & G. Trimmiter

No finer machine nor one that operates so quickly and surely as the C. & G. Improved Trimmiter can be had for twice its price, and no other make has as many features of safety and accuracy. Any part of the saw may be put on another and used immediately, so fine is the standardized machine work on these saws.

You Can Pay More for a Saw But You Can't Buy a Better One

The Improved Trimmiter is not only right in theory—it is right in practice. Each part fits exactly with each other, causing less friction and longer wear. The parts are few and the entire machine is of heavy construction, yet its artistic lines give it a place in the finest composing rooms. Much money has been spent in perfecting tools for its manufacture—an expense that is apparent to you only by its high quality of work, low cost of operation and upkeep that is negligible.

Made in Three Sizes:

"Ad-Alley Model"
Model No. 1
Model No. 2

One of which will suit your requirements. Write us for complete information and prices on the Improved C. & G. Trimmiter

C. & G. MFG. CO.

538 South Dearborn Street **Chicago, Illinois**



HARD FACED
—*and proud of it!*

Meet Mr. Stafford-Tone, otherwise known as "Old Hard Face." Take a good squint at those flinty features. They've been through a long battle with the grind and squeeze of a heavy printing press; but you don't see any scars.

Hard faced is right! Built to wear! As fresh and full of dots now as when the finisher gave it his last loving touch and sent it out into the world to fulfill its destiny.

Like most hard faced folks, however, Stafford-Tone's hardness is all on the exterior. Down beneath that hard surface are all the good qualities you will find in any first class engraving. In fact, Old Hard Face *is* just a regular copper halftone — with a nickel face. Nothing new about the idea — it's all in the way it is done; and that's patented.

Why the nickel face, you ask? There are two big reasons:

1. Copper is soft. Nickel is hard. Nickel makes Stafford-Tones "hard-faced"—makes them stand up better on long runs, and gives them strength to resist scratches, and immunity to corrosion.

2. Printing ink clings to copper — nickel releases it promptly. The result is that nickel-faced Stafford-Tones produce cleaner and sharper printing — clear, sparkling highlights and rich, deep blacks. The difference is especially noticeable in process color work.

Give "Old Hard Face" a chance to show you that he can give you better printing for less money. STAFFORD-TONES cost no more than ordinary halftones.

Stafford Engraving Co.

"The House of Ideas"

Artists : Designers : Engravers

Engraved and Steel Die Embossed Stationery

INDIANAPOLIS

STAFFORD-TONES

Mid-States

(Reg. U. S. Pat. Off.)

REALLY FLAT

GUMMED PAPERS

Made in Chicago — Used from Coast to Coast.

Many a printer has passed up a good **gummed label** order because of some unpleasant experience with Gummed Paper which would not lie flat.

There is a **good profit** in gummed labels if printed on the **right** kind of Gummed Paper.

Insist on having **Mid-States Really Flat** Gummed Papers which can be printed just as readily as ungummed paper.

The **Mid-States** line includes a generous assortment of whites and colors with Dextrine and Fish Glue gumming all of excellent quality.

Don't fail to ask for a sample book — it contains valuable information.

Manufactured by

Mid-States Gummed Paper Co.

ALSO MANUFACTURERS OF

Stick Quick

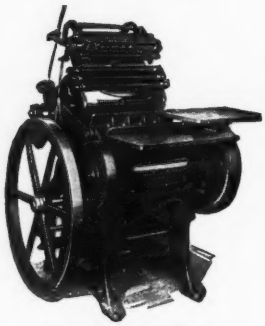
(Wound on the Green Core)

GUMMED PAPER AND CLOTH

2433 S. Robey St., Chicago, Ill.

New York St. Louis Minneapolis San Francisco

Chandler and Price Presses



12 x 18 Craftsman Press

This press is equipped for the most difficult work. The vibrating brayer fountain and four form rollers with double vibrating steel rollers give a distribution for the heaviest solid tint or half-tone. The oversize parts are heavy enough for any squeeze required. *Presses and complete new equipment carried in stock for prompt delivery.*

WANNER

MACHINERY CO.

A. F. WANNER PROP.

714-16 S. Dearborn Street **Chicago, Ill.**

The Improved GOLDING AUTO-CLAMP PAPER CUTTER

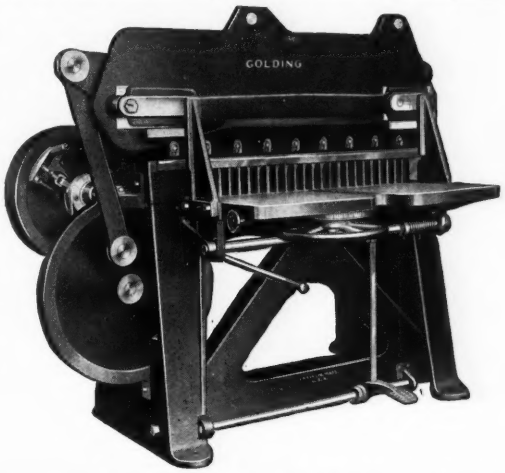
Here is an automatic clamping, power paper cutter that is meeting to perfection the requirements of the medium sized job print shop. There is much economy in Automatic Clamping!

There are two sizes having cutting widths of 36 and 42 inches, respectively. The cutting depth is 2 inches.

All parts are strongly ribbed and reinforced for strength and durability. The knife has a double shear action, the shear increasing with the depth of the cut.

Some special features are the three part finger back gage, scored bed, graduated scale on bed, foot lever for clamp adjustment, safety control lever, and an automatic clutch which automatically trips after each cut. The Operating Clutch is positive and noiseless.

The lowest priced auto-clamp paper cutter made. Broadly guaranteed as to accuracy, durability and workmanship.



Write today for details and prices.

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASSACHUSETTS

We also manufacture the Golding Art Jobber, Golding Jobber, Pearl Press, Official Hand Press, Golding Hand Clamp Power and Hand Lever Paper Cutters, Pearl Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, and Golding Tablet Presses.

The Monitor System



Monitor Bulletin 1034 gives valuable information to printing press operatives, as it describes the *Original Just Press a Button* System of automatic motor control. The Monitor System meets every requirement of the modern plant. Ask for a copy of Bulletin 1034.

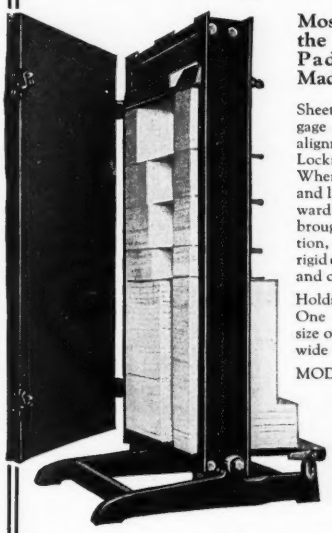
Monitor Controller Company, Baltimore

New York Chicago Buffalo
Detroit Pittsburgh Cleveland
Boston Philadelphia Birmingham
St. Louis New Orleans

"Just Press a Button"

3120

The Improved Plate-Lock Padding Press Patented



Most practical device on the market for doing Padding or Blocking. Made entirely of metal.

Sheet Metal Locking Plates engage side frames, hold paper in alignment and prevent it falling. Locking Head compresses paper. When loading, door is closed and locked, press inclined backward to make jogging easy, then brought to perpendicular position, door opened, presenting a rigid even surface to apply cement and cloth.

Holds sheets up to 14x18 inches. One or two piles, according to size of sheets. (Presses 24 inches wide in preparation.)

MODEL E, six feet high, fastened to wall or post by supporting brackets, 1,000 to 40,000 sheets at one loading.

MODEL F, 42 inches high, sets on low bench, 1,000 to 20,000 sheets at one loading.

Send for Illustrated Circular

Manufactured and Sold by

Joseph E. Murphy Company

South Lancaster, Massachusetts

ALSO SOLD BY TYPE FOUNDRIES AND DEALERS



R. R. B. Padding Glue

has steadily increased in popularity and sales for nearly a quarter of a century, because of the unqualified satisfaction obtained with it.

R. R. B. Padding Glue has all the qualities that make for the best in pads.

Order a trial can from the nearest dealer.

Baltimore, Md.	G. Hardy Armstrong
Birmingham, Ala.	City Paper Co.
Boston, Mass.	Stone & Andrew, Inc.
Boston, Mass.	H. C. Hansen Type Foundry
Buffalo, N. Y.	American Type Fdrs. Co.
Chicago, Ill.	Graham Paper Co.
Cleveland, Ohio	Cleveland Paper Mfg. Co.
Dallas, Texas	Barnhart Bros. & Spindler
Denver, Colo.	Graham Paper Co.
Detroit, Mich.	Gebhard Bros.
El Paso, Texas	Graham Paper Co.
Hagerstown, Md.	Antietam Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne
Minneapolis, Minn.	McClellan Paper Co.
Nashville, Tenn.	Graham Paper Co.
New Orleans, La.	Graham Paper Co.
Ogden, Utah	Scoville Paper Co.
Salt Lake City, Utah	Western Newspaper Union
San Francisco, Cal.	Blake, Moffitt & Towne
St. Louis, Mo.	Graham Paper Co.
Seattle, Wash.	American Paper Co.
Washington, D. C.	R. P. Andrews Paper Co.
Toronto, Canada	Wilson-Munroe Co.

or direct from

ROBERT R. BURRAGE

15 Vandewater Street, New York

STOKO PRINTING PRODUCTS

Plateless Embossing Machine Printers make good profits producing steel-die and copper-plate effects without the use of dies and plates. Increases the earning power of your types and presses with no additional wear. Successful in all leading countries.

Embossing Powders A high-grade, durable gloss or dull-finish compound for plateless embossing For Black or Color Work, $2.25 per lb.; for Gold and Silver Work, $3.00 per lb. Orders promptly filled

Ribbon Attachment For printing circular letters on platen presses. The ribbon moves over the form same as on multigraph, enabling printers to produce easily a satisfactory resemblance to typewritten letters. Price, with two rolls of ribbon, $10.00—and selling like hot cakes.

Printing Inks Especially suitable for plateless embossing. This is a high-grade ink for extra fine job printing. Put up in half-pound collapsible tubes—Black $1.25 per lb.; Yellow, Orange, Red, Blue, Green and Purple, $2.00 per lb. Try this, if you take pride in doing good printing.

Press-Typewriter Inks and Ribbons For producing typewritten letters on platen or cylinder presses with stationary ribbon over the form. Complete instructions for doing work. Inks are $2.00 per lb. for any standard color. Ribbons are $2.25 per roll of 8 inches wide by 6 yards long. Good results are obtained this way.

Electric Glue Pots Keep your glue at proper temperature and always ready for use. 1-qt. size $8; 2-qt. $10; 4-qt. $15.

Ruling Inks Strong brilliant colors that are easily soluble and even flowing. Prices: Black $2.75, Yellow $3.50, Red, Green, Blue, and Purple $4.50 per pound. Most any variety of tints can be obtained by intermixing these colors. Put up in powder form, 1 lb. to a package.

Multigraph Ribbons In any standard color at $2.25 per 6 yard roll. A worth-while special price on quantity lots.

Typewriter Ribbons To match multigraph or Press-Typewriter work in any standard color. Furnished on plain spools for re-filling ribbons of any make of typewriter. Price: 40 cents per spool for ribbons up to 9-16 in. wide: 5 cents extra for each additional 1-8 inch in width.

Inks For Rubber Stamps, Numbering Machines, Check Writers, Copying and Mimeograph. Also Writing Ink Powders, to dissolve in water.

FURTHER PARTICULARS OF ALL PRODUCTS SENT ON REQUEST
WE MAIL PROMPTLY BY PARCEL POST TO ANY PART OF THE WORLD

THE A. STOKES CO. 4097 E. 74TH STREET CLEVELAND, O., U. S. A.

Printing Machinery and Printers' Equipment for India and South Africa

We represent the undernoted markets, the leading Manufacturers of Printing Machinery and all allied trades, and are in touch with every printer and stationer.

We are desirous of receiving particulars of any new machine improvements, or articles of equipment and material for the Printing trade.

SOUTH AFRICA
(South of the Equator)
JOHN DICKINSON & CO. (Africa), Ltd.
Cape Town Johannesburg Durban East London

INDIA
JOHN DICKINSON & CO., Ltd.
Calcutta Bombay Madras Rangoon

HEAD OFFICE
JOHN DICKINSON & CO., Ltd.
London—65, Old Bailey, London E. C.

(English Factories, Apsley Mills Hemel Hempstead)



ADMIRAL PERRY'S VICTORY ON LAKE ERIE—

Courtesy First National Bank, Utica, N. Y.

KAMARGO COVERS

COLORS

Morocco
Sizes: 20x26; 26x40; 23x33

- Madrid (Light Gray)
- Barcelona (Dark Gray)
- Granada (Buff)
- Tangier (Light Brown)
- Cadiz (Blue)
- Oran (Red)
- Seville (Green)
- Toledo (Dark Brown)

Gay Head
Sizes: 20x26; 26x40; 23x33

- Pearl (White)
- Agate (Light Gray)
- Hematite (Dark Gray)
- Turquoise (Blue)
- Malachite (Green)
- Topaz (Buff)
- Jasper (Light Brown)
- Sard (Dark Brown)

Garag
Sizes: 20x26; 26x40

- White
- Gray
- Blue
- Green
- Buff
- Brown
- Chocolate
- Dark Brown

In the cover papers listed above we offer you the opportunity to produce quality covers at reasonable cost for pamphlets, brochures, booklets and catalogues

Send for complete stock of color samples, or ask your nearest agent to submit his specimen book

KAMARGO AGENTS

Albany, N. Y.	W. H. Smith Paper Corp.
Baltimore, Md.	The Broderick Paper Co.
Birmingham, Ala.	Graham Paper Co.
Boston, Mass.	The A. Storrs & Bement Co.
Buffalo, N. Y.	The Alling & Cory Co.
Chicago, Ill.	Empire Paper Co.
Chicago, Ill.	James White Paper Co.
Cincinnati, O.	The Cincinnati Cordage & Paper Co.
Cleveland, O.	The Central Ohio Paper Co.
Columbus, O.	The Central Ohio Paper Co.
Dallas, Tex.	Graham Paper Co.
Dayton, Ohio.	The Cincinnati Cordage & Paper Co.
Denver, Colo.	The Carter, Rice & Carpenter Paper Co.
Detroit, Mich.	Beecher, Peck & Lewis
El Paso, Tex.	Graham Paper Co.
Kansas City, Mo.	Kansas City Paper House
Louisville, Ky.	Louisville Paper Co. Inc.
Memphis, Tenn.	Tayloe Paper Co.
Milwaukee, Wisc.	The E. A. Bouer Co.
Minneapolis, Minn.	The John Leslie Paper Co.
Montreal, Que.	W. V. Dawson, Ltd.
Nashville, Tenn.	Graham Paper Co.
New Haven, Conn.	The A. Storrs & Bement Co.
New Orleans, La.	Graham Paper Co.
Newark, N. J.	Lasher & Lathrop, Inc.
New York City	Lasher & Lathrop, Inc.
New York City	Kuenstner & Lucie Paper Co. Inc.
New York City	The Seymour Co.
Oklahoma City, Okla.	Kansas City Paper House
Omaha, Nebr.	Carpenter Paper Co.
Philadelphia, Pa.	The Thos. W. Price Co.
Pittsburgh, Pa.	The Alling & Cory Co.
Portland, Me.	The A. Storrs & Bement Co.
Providence, R. I.	The A. Storrs & Bement Co.
Richmond, Va.	Virginia Paper Co. Inc.
Rochester, N. Y.	The Alling & Cory Co.
Salt Lake City, Utah	Zellerbach Paper Co.
San Francisco, Calif.	Zellerbach Paper Co.
Scranton, Pa.	Megargee Bros.
Springfield, Mass.	The Paper House of New England
St. Louis, Mo.	Graham Paper Co.
St. Paul, Minn.	Nassau Paper Co.
Syracuse, N. Y.	J. & F. B. Garrett Co.
Toledo, Ohio	The Central Ohio Paper Co.
Tulsa, Okla.	Tayloe Paper Co.
Vancouver, B. C.	Smith, Davidson & Wright, Ltd.
Washington, D. C.	R. P. Andrews Paper Co.
York, Penna.	R. P. Andrews Paper Co.

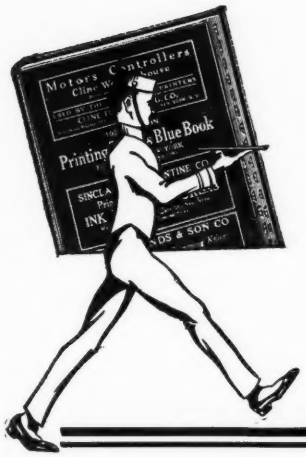
EXPORT AND FOREIGN

AUSTRALIA AND NEW ZEALAND	Parsons & Whittemore, Inc., New York City
CHINA AND JAPAN	American Paper Exports, Inc., New York City
EUROPE AND BRITISH ISLES	The Lindenmeyr & Johnson Paper Co. Ltd., London, England
PHILIPPINE ISLANDS	J. P. Heilbronn Co., Manila
SPANISH-AMERICAN COUNTRIES	National Paper & Type Co., New York City

FOUNDED 1808

KNOWLTON BROTHERS, WATERTOWN, N.Y.

KAMARGO MILLS



The New York Office of

Printing Trades Blue Book

is Now in its New Home at

461 Eighth Avenue

Printing Crafts Building

A National Institution of SERVICE for the entire Printing Industry

Besides covering the Industry completely by caring for the needs of Printer, Supplyman and Buyer—

And also covering the country completely with four separate editions—Illinois, New York, Western and National—

Printing Trades Blue Book renders individual and personal service from its three Service Depots.

Write, wire or phone.

NEW YORK—461 Eighth Avenue
Telephone Longacre 4547

CHICAGO—660 Transportation Building
Telephone Harrison 486

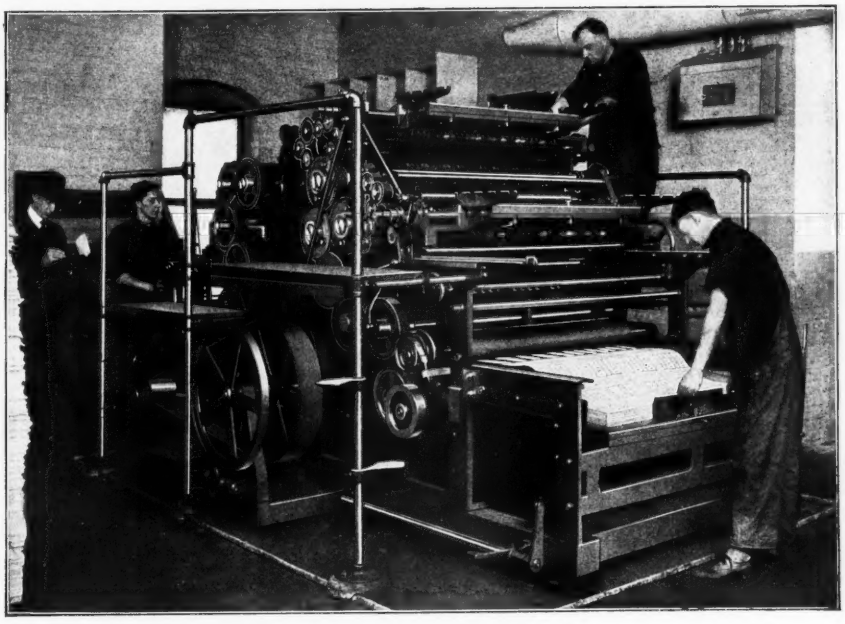
SAN FRANCISCO—232 Monadnock Bldg.
Telephone Sutter 2073

First Annual WESTERN EDITION ready for distribution March 1, 1923

A. F. LEWIS & CO., *Publishers*

KIDDER ALL-SIZE ROTARY PRESS

How Can You Afford to Run Your Job Several Times Through Slow Flat-Bed



Presses When Once Through a Roll-Fed High-Speed Kidder Rotary Will Do the Trick?

KIDDER PRESS COMPANY, *Dover, N. H.*

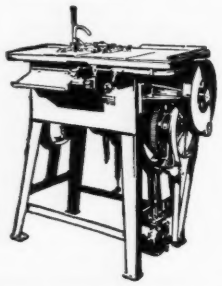
NEW YORK, 261 Broadway **TORONTO, CANADA, 445 King St., West** **CHICAGO, 166 W. Jackson St.**

The Ludlow of Today

Will Actually Lower Your Costs

YOUR estimate on a big label job was based on absolute costs. Yet you were too high. Your competitor made the lower price. He got the job. You say: "He'll lose money on it. I don't want it at that price. He won't stay in business long at that rate!"

"We have a great many annual jobs that are kept standing in our vault, and were it not for the fact that the all-slug system is used, we would be continually buying new monotype or foundry sorts. With the Ludlow System we can wrap the pages quickly and cheaply, and the only cost to keep them standing is the metal." —Craftsmen Typesetters, Inc., Chicago.



Lower Costs — Higher Profits

But he doesn't lose money on the job. His estimate was based on costs, too—his costs, not yours. He plans a new building and enlarges his business. How does he do it?

Suppose he is Ludlow-equipped. His costs do not include any time usually required for hunting sorts. His cases are always full of new typefaces.

He has no type to buy. Every new font of matrices he buys adds to his range of faces.

At make-up he has an advantage because all-slug forms are quick and easy to make up, and cannot pi.

If he wishes to print 2-on, or 32-on, he buys no plates, but merely sets each line once and recasts slugs for enough forms to fill his press.

Presses handle greater volume, because compositors are always ahead of their work and there is no waiting for forms.

Letters cannot pull out from slug lines on the press; there are no transpositions, and no worn letters to delay presses.

After printing, forms are not distributed. They may be dumped for metal or held for reprint.

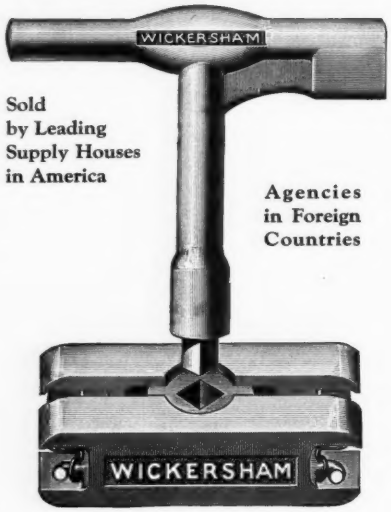
Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

They Conquer Where Others Fail



Sold by Leading Supply Houses in America

Agencies in Foreign Countries

When better quoins are made we will make them.

WICKERSHAM QUOINS are the ACKNOWLEDGED STANDARD throughout the PRINTING WORLD, and this statement is strongly endorsed by thousands of leading concerns who have made exhaustive trials during the past twenty years.

WICKERSHAM QUOINS automatically snap back to first or closed position when limit of expansion is reached and another reglet or slug is required; thus no lost time in unlocking with key, or guessing when form is securely locked.

WICKERSHAM QUOINS are made in three regular sizes, No. 0, No. 1 and No. 2, ½, ⅝ and ¾ inches wide respectively.

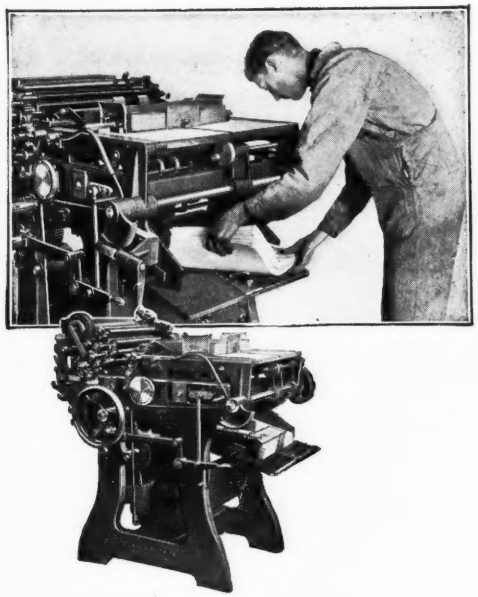
WICKERSHAM QUOINS are ⅝ inches high, or the standard chase and furniture height, and do not interfere with grippers, friskets, or gauges.

WICKERSHAM QUOINS are long-lived, some of the earlier quoins made more than twenty years ago are still in use giving first class satisfaction.

Send for illustrated circular and price list.

Samuel Stephens and Wickersham Quoin Company

174 FORT HILL SQUARE, BOSTON, MASSACHUSETTS



7500 Impressions per Hour

Here is the Press You Need

Envelopes, died out or made up, tags, letter heads, office forms and general run of commercial printing.

Maximum Size 16½″ x 19″
Minimum Size 3″ x 6″

Any stock from tissue to light cardboard.

Work is delivered printed side up and always in sight of the operator.

All parts are readily accessible—the Press is extremely simple throughout.

It is sturdily constructed for hard continuous service and will give complete satisfaction.

Write today for catalog and full information or send us some of your samples that you cannot feed on your present presses. No obligation, of course.

STOKES & SMITH CO.

Summerdale Avenue Philadelphia, Pa.

London Office: 23, Goswell Road



Go to Goes for

The Goes Easter Blotters

An interesting and attractive series of five designs, reproduced in full color especially for Easter publicity purposes.

The Goes Art Advertising Subjects also embrace an unusually large variety of large and small blotter designs, also

Calendar Cards Calendar Pictures
Mailing Cards Calendar Mounts

The Goes Diploma Blanks

An assortment of beautifully lithographed Diploma Blanks, designed especially for use by Public, Parochial, Common and High Schools, Colleges and Universities, so arranged that they can easily be overprinted from type with the required special copy.

The Goes Printers' Helps

also include both Lithographed and Steel Engraved

***Stock Certificate Blanks** Bond Blanks*
Bordered Blanks

Lithographed Calendar Pads

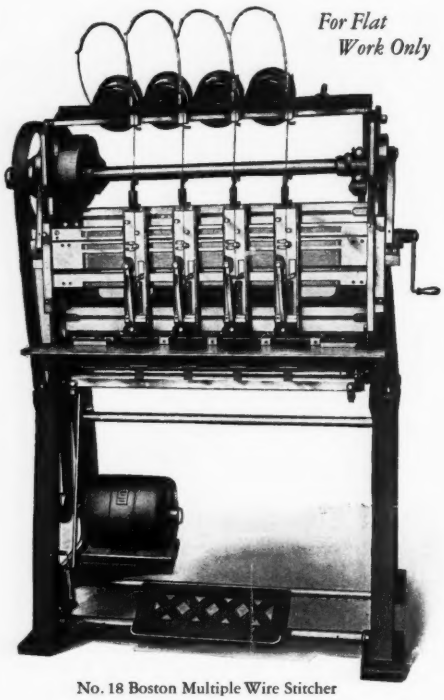
A written request for samples and further information will bring a prompt answer

Goes Lithographing Company

45 West 61st Street, Chicago



For Flat Work Only



No. 18 Boston Multiple Wire Stitcher

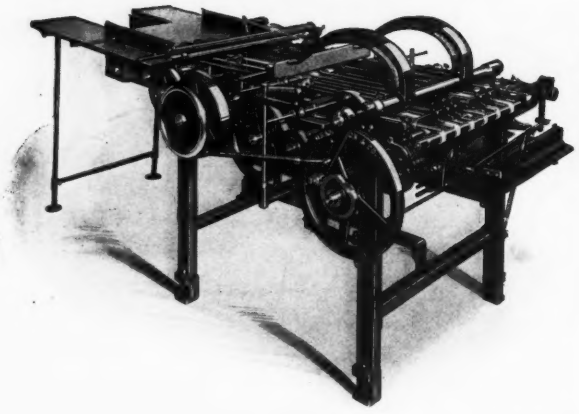
To THOSE who attended the GRAPHIC ARTS EXPOSITION the accompanying illustration of the *No. 18 Boston Multiple Wire Stitcher* will be a reminder of one of the most notable features of the entire exhibit. If you were not fortunate enough to see this machine at the show, catalogs and full information will be promptly furnished upon application to the nearest Selling House of the

AMERICAN TYPE FOUNDERS COMPANY

SET IN GARAMOND AND GARAMOND ITALIC

ANDERSON CATALOG *and* CIRCULAR
FOLDING MACHINES

Are High Speed, Accurate and Exceptionally Well Built

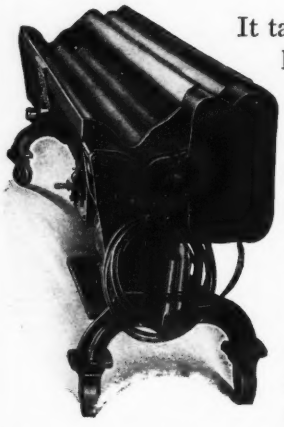


Simple adjustments make it easy to change from an 8½ x 11″ letter fold to the 25 x 38″ three right angle (perforated) catalog fold and all sizes between.

A variety of short runs can be folded in the least possible time on the ANDERSON. On long runs it is not unusual to see 40,000 registered on the automatic sheet counter for the day's output.

C. F. ANDERSON & CO.
Builders of High Grade Folding Machines and Bundling Presses
3225-31 CALUMET AVENUE CHICAGO, ILLINOIS

How Much Time Do You Lose in Wash-Up?



It takes ten minutes, or less, per press, with

The Climax Roller-Washing Machine

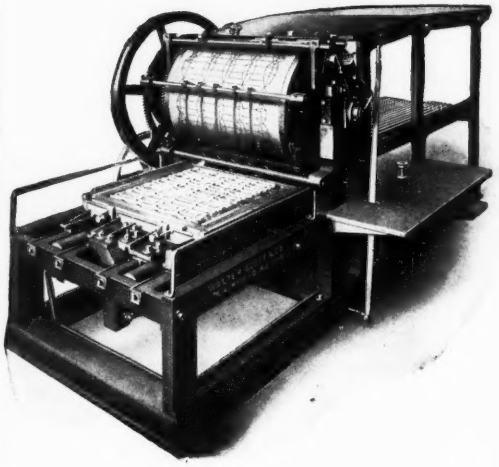
One gallon of kerosene will wash the rollers from one flat-bed press for thirty days with the Climax. No wipers required.

Full information and prices on request.

CHARLES H. COLLINS
501 Plymouth Court, Chicago
Phone Wabash 5069

THE SCOTT

HIGH SPEED DIRECT DRIVE CUTTING AND CREASING PRESS



Any Kind of Work

That can be produced on Cutting and Creasing Presses the Scott will do. It will also do a lot of work that other presses cannot produce.

Scott Presses Are Built

To stand up under the exacting requirements of the trade, and if you inspect a Scott Press, with its centre drive, four wide faced steel shod tracks, supported by a strong centre bridge support you would then realize what a powerful machine it is.

Send for our Catalogue

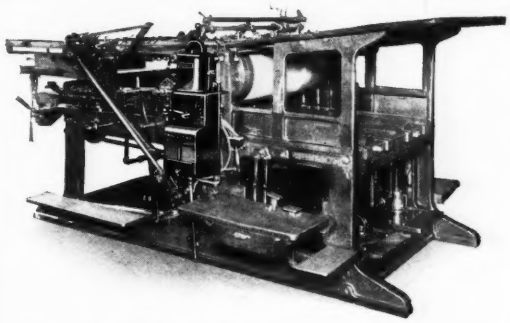
It illustrates and describes the different types of Scott Cutting and Creasing Presses, and when you want a press, buy a Scott and be happy.

DO NOT DELAY—WRITE TO-DAY

Walter Scott & Co.

Main Office and Factory:
Plainfield, New Jersey, U. S. A.

Chicago Office: 1441 Monadnock Block
New York Office:
Brokaw Bldg., 1457 Broadway at 42nd Street
Cable Address: Waltscott, New York
Codes Used: (5th Edition) and Our Own



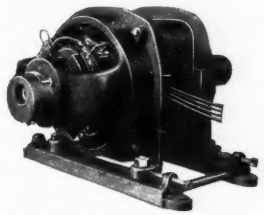
"—day by day, in every way our output is better and better"

And this was true long before Dr. Coué came to the United States.

WHY?

Because we equipped our presses with Master Unit Control which means that we can get the exact speed for every job. Not only is our production getting better and better, but our spoilage is getting less and less."

Give your presses a Coué treatment by prescribing a tonic of Kimble Motors.



This husky cylinder press motor puts pep and joy in the toughest press you can find. For speed, tireless energy and small expense, it has no equal.

KIMBLE ELECTRIC COMPANY

635 N. Western Ave. **Chicago, U. S. A.**

Motors for job and cylinder presses

KIMBLE MOTORS

Motors for cutters and other machines

Get busy! Send for "More Impressions" today.



Kimble Electric Company
635 N. Western Ave., Chicago

Our presses are getting languid and lazy. We want our output to get better and better, so hurry and send us your booklet "More Impressions."

---

12 DIFFERENT HIGH SPEED TOOLS IN ONE

The Miller Saw-Trimmer

With Router and Jig-Saw Attachment

THIS time-saving, cost-lowering, *precision machine,* occupying floor space only two feet square, actually does the work of *twelve individual machines*—***Sawing, Trimming, Mitering, Mortising, Routing, Planing, Jig-Sawing, Broaching, Beveling, Rabbeting, Drilling, Grinding***—performing all these varied operations with *absolute point-system accuracy.*

MENTALIZE the advantages of placing at the disposal of your composing room force a machine that accurately saws and trims linotype slugs in one operation, that cuts and miters brass or metal rule, that jig-saws inside or outside mortises and broaches them to point-system accuracy, that planes cuts to exact type-height, that makes everything justify in every form on the first lock-up, that converts hell-box scrap into usable material,—just a few of the ways a MILLER SAW-TRIMMER makes money and puts it into your cash drawer.

IF YOU ARE operating your shop without the aid of MILLER SAW-TRIMMER *efficiency* and *economy,* you are needlessly sacrificing productive time and human energy that a MILLER will convert into extra profits.

SEND TO-DAY for *your copy* of Catalogue which illustrates and describes *thirty-three* different time-saving MILLER operations—mailed post-paid on request.

WE'LL ALSO be glad to explain our *deferred payment plan,* which makes it possible for you to purchase a MILLER SAW-TRIMMER on practically your own terms—

Pay for It from Its Earnings!



Manufacturers
Miller Automatic
Platen Press Feeders
Miller "High-Speed" Press

Miller Saw-Trimmer Co.

PITTSBURGH, U. S. A.

Atlanta - Boston - Chicago - Dallas - Detroit
Los Angeles - Minneapolis - New York
Philadelphia - San Francisco

HIGHEST QUALITY
HALF TONE *and* COLOR PRINTING

Miller Craftsman Unit

ADVERTISERS generally are becoming more and more exacting in their demands for "Quality Printing," realizing that it is the attractive, well-printed sales message, neatly dressed in two or more colors, that "gets across" and brings results.

PROGRESSIVE PRINTERS, alive to the trend of the times, and appreciative of the money-making possibilities afforded, are wisely equipping their plants to supply this demand in the *most efficient way - the* MILLER CRAFTSMAN *way.*

THESE "*Craftsman-Wise*" printers, hundreds of them, are making more money, per machine unit, than was ever before possible in the printing business. Not alone because the CRAFTSMAN enables them to deliver a high quality product, but also because of its high average production and low operating costs.



DON'T TAKE our word, ask any MILLER CRAFTSMAN USER. With the success of these men confronting you - with the printing world, almost as a single unit, interested, because of the wonderful record the MILLER CRAFTSMAN is making, - don't you think it time for you to investigate too?

WRITE TODAY for descriptive matter, examples of CRAFTSMAN work, prices and terms - learn how you can put a MILLER CRAFTSMAN UNIT on your payroll, and let it *"earn it's own payments."*

Miller Saw-Trimmer Co.
PITTSBURGH, U.S.A.

ATLANTA - BOSTON - CHICAGO - DALLAS - DETROIT - LOS ANGELES
MINNEAPOLIS - NEW YORK - PHILADELPHIA - SAN FRANCISCO

THE INLAND PRINTER

The Leading Business and Technical Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

Volume 70 | MARCH, 1923 | Number 6

LEADING ARTICLES IN THIS ISSUE

A New "Far West" in South America — *By George Sherman* 817
Coöperative Group Advertising — *By Will H. Mayes* 819
Why Mr. Printer Makes a Poor Advertiser — *By Michael Gross* 821
The Twin Printers of Mount Morris — *By Frances M. Donovan* 823
The Man Who Made His Dream Come True — *By Albert Highton* 829
An Infallible Form-Lining Method — *By H. H. Strait* 835
Why I Failed in Business — *As Told to Frank H. Williams* 838
Direct Advertising: Planning Direct Advertising to Sell Goods to Dealers — *By Robert E. Ramsay* 841
Job Composition: Order and Emphasis in Display — *By J. L. Frazier* 845
How Good and Bad Printers Are Made — *By Edmond G. Hammond* 854
Author and Printer — *By F. Horace Teall* 856
Art Usage Curves Shoot Up — Watch the Magazine Advertising — *By Curtis A. Collins* .. 857

REGULAR DEPARTMENTS

Editorial 825
Correspondence 827
Process Engraving 831
Offset Printing 832
Collectanea Typographica 833
Pressroom 839
Direct Advertising 841
Job Composition 845
Specimen Review 849
Proofroom 855
Machine Composition 859
Newspaper Work 861
Book Review 865
Incidents in Foreign Graphic Circles 869
Trade Notes 871

Complete classified index will be found on page 917

PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

ELDON H. GLEASON, *Advertising Manager*

632 Sherman Street, Chicago, Illinois, U. S. A.
New York advertising office, 41 Park Row

CHARLES R. BEERS, *Eastern Representative*

Address all communications to The Inland Printer Company

TERMS: United States, $4 a year in advance; Single copies, 40 cents. Canada, $4.50 a year; Single copies, 45 cents. Foreign, $5 a year; Single copies, 50 cents.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.
Copyright, 1923, by The Inland Printer Company.

THE HENRY O. SHEPARD CO., PRINTERS, CHICAGO, ILLINOIS.

O Modern Master of Men!

 AVE FAITH in your loyal employee until he has been proved false. ¶Be his leader and so conduct yourself that he may admire you and your ways. ¶Heed not the jealous tongue of the outsider who is interested only for his own selfish ends. ¶If suspicion prompts you, hear first the testimony and honest explanation of the man within your own organization. Then, and then only, judge him and his conduct.

* * *

O Employee of Today!

¶If you expect faith and fairness from your employer, then to him must you give faith and loyalty in your everyday work.

ELDON H. GLEASON

The Inland Printer

LEADING BUSINESS AND TECHNICAL JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 70 MARCH, 1923 NUMBER 6

A New "Far West" in South America

BY GEORGE SHERMAN

TODAY the printing industry in Brazil is undergoing the same wonderful development that characterized the expansion of the newspaper, book and job printing business in the United States from the year 1885 to 1900 — a period that marked the greatest progress in the growth of new communities in the territory west of the Mississippi. How well I remember the adventures of the "Missouri River Pirates" and the itinerant journalists of these early days in the frontier towns of the Dakotas, Montana, Wyoming, Colorado, Texas, New Mexico and the Pacific Coast! And these were the days of achievement, when red-blooded men could make a success of the metropolitan daily in a one-horse town.

Perhaps it was "the call of the wild" in those days that gathered the best mechanical and journalistic talent into the arms of the West. I recollect, in the days when General Miles still was disputing with Sitting Bull for authority in the territory surrounding Mandan, North Dakota, that the Fargo *Argus* was a flourishing morning newspaper of sixteen to sixty-four pages, with full Associated Press reports, and better in typographical appearance than any daily published in our eastern cities today. Ask any of them, the survivors of the old guard, who were among the pioneers in the development of the printing crafts in the West, about the editorial genius, the indomitable energy and the mechanical skill that distinguished Marcus Daily's Anaconda (Mont.) *Standard*, Bill Nye's Laramie (Wyo.) *Boomerang*, Bill Reid's Rawlins (Wyo.) *Daily News*, the Butte *Miner*, the Salt Lake *Tribune*, and a score of western newspapers that possessed nation-wide recognition as builders of the great Far West.

At this writing in Brazil we have a new "Far West" equal in area and surpassing in resources the combined territory of all the States lying west of the Mississippi River. In its present development we have a parallel in the story of the early newspaper days in the Far West of the United States. And the opportunities presented to the newspaper publisher, the book and job printer, and to the American manufacturer of printing machinery and supplies, are growing apace with the settlement of this new frontier.

The present colonization movements, which are bringing several thousand monthly of Germans, Scandinavians, Italians and the better class of immigrants from Central Europe, are distributing the influx throughout the States of Rio Grande do Sul, Santa Catharina, Parana, Sao Paulo and Matto Grosso. With the exception of Matto Grosso, all of this territory is accessible by railroads; and new lines, penetrating areas that were unexplored up to a few years ago, are undergoing survey and construction. Most of the exploration in Brazil by the late Theodore Roosevelt was carried on in traversing the State of Matto Grosso, and it is in this area that the greatest frontier development has been in progress during the last few years. The State is twice the size of Texas. Cuyaba, its capital, has a population of about twenty-two thousand, and supports two daily newspapers, four weeklies and several periodicals. Some of the newer towns in Matto Grosso that have seen recent rapid growth are Corumba, Sao Luiz, Matto Grosso, Diamantino, Nioac and Miranda, each of these communities showing the same progressive spirit in the conduct of its newspaper, book and job printing plants that characterized the printing crafts in the heydays of our own Far West.

Aquidauna, the newest of these towns, is the result of German colonization enterprise. It is a model community of about six thousand, and the business houses

and the homes are all built of native granite, with every modern convenience for utility, comfort and sanitation. It is a step in advance of American towns of similar size. Fourteen hundred families have signed to join a similar colony in this same district. Among these are a few Americans and Canadians. The land has been selected and the allotment has been made by the Brazilian Government. Work on the survey and the site began in January and the first building to be erected will be a modern hospital. Among the industries to receive first consideration is a model newspaper, book and job printing plant, with standardized equipment. I have recently spent several days with the director of the company behind this enterprise. Most of this time was given up to the selection of machinery and equipment for the plant. The new site will be called Santa Elizabeth and the enterprise is financed by der Deutsch-Brasilianischen Boden-Credit Aktien-Gesellschaft, with headquarters at 73 Kaiser Wilhelm strasse, Hamburg, and Aquidauna, Matto Grosso. This is but one of some twenty similar enterprises that have resulted in the birth and growth of new towns in the south and far west of the republic.

After an exhaustive survey of the printing business in Brazil, I am convinced that it occupies a ranking position comparing with the importance of the industry in the United States.

For instance, in Rio de Janeiro, with a population of 1,200,000, there are seven morning papers, six evening papers, fifty-seven plants devoted to periodical publications and sixty-three book and job printing houses. The printing crafts maintain the same average percentage of importance in all of the thirty or more cities in the republic with populations of over fifty thousand each. Every small town of consequence has its weekly newspaper and job shop, and the advertising patronage is better than the average showing of the country weekly in the States.

The Companhia Editora Americana, Rua Concalves Dias, is among the Rio plants best equipped to do the better grades of publication, book, job and process printing. This house operates three linotypes, two monotype keyboards and casters, and the composing-room equipment is quite in keeping with that of the modern American shop. In the cylinder pressroom there are three one-color Miehles, two of them very recent installations; one Walter Scott; two presses made by Koenig & Bauer, German manufacturers, and one French machine. Both the black and white letterpress and the printing from three-color process plates are the best I have seen in Brazil, and compare favorably with the work in the States.

As a general rule, however, presswork and composition in these parts are in need of much improvement to attain our standards. Consequently a considerable amount of the very best work, including engravings, process printing, printed and embossed cartons, books and catalogues, are printed in Germany, France and England. The American Bank Note Company engraves and prints practically all of the paper currency, bonds and stamps used by the Brazilian Government.

Much of the foregoing is given as information to encourage greater interest in the expansion of American export trade in items of equipment for the printing industry in Brazil.

One of the most urgent needs at this time is a well stocked central warehouse of American printing machinery and supplies. This might be located either in Rio de Janeiro or Sao Paulo. In its management I would advocate a system similar to the one adopted by the Singer Sewing Machine Company in the conduct of its Brazilian business. This concern maintains established sales agencies in all the principal towns and cities of the republic. The policies governing these distributing factors are carefully managed by a general administration office, located at 63 Rua do Ouvidor, Rio de Janeiro.

The supply house and its managerial directorship of sales agencies throughout these States is the first step toward the establishment of American trade supremacy here.

Further, I would recommend coöperative management of the warehouse and central administrative office, a system which would enable the makers of standard machines and supplies to apply personal supervision in the exploitation and sale of their products. Under the present system the printer frequently is compelled to wait for months for the delivery of a press or equipment, and his troubles are due chiefly to the lack of a complete supply house in Brazil.

The news-print and flat-paper business is almost entirely in the hands of European manufacturers. Wood-pulp papers in rolls are imported from Norway; the bulk of the book papers come from Germany and Finland, while England, France and Italy supply a share of the flat writings, bonds and cover stocks. The only importers of American papers in Rio are the United States Paper Import Company, 33 St. Pedro, and the American Paper Exports, 338 Rio Branco. The Dennison Manufacturing Company maintains an agency and supply house for its specialties at 109 Avenida Rio Branco.

This field is worth investigating. American manufacturers in other lines are doing large volume of business in Brazil, due chiefly to the energy of their efforts.

We must remember that Brazil is a country of immense area and that she possesses many sea ports all along her coast. While Rio is the most important port, it by no means controls the commerce of the country, nor is its importance as dominating a factor as is Buenos Aires in the case of Argentina. While a single agent can distribute to all Argentina and keep watch on Argentine trade conditions by being located in Buenos Aires, such is not the case in regard to the capital of Brazil. There are many instances of firms having their main representation in Sao Paulo, with a branch in Rio, while some form of active representation is quite essential in several cities of the North and South.

For the printing industries the coöperative central supply house, with supervising interest in widely distributed sales agencies, is the solution.

Co-operative Group Advertising

BY WILL H. MAYES

A PROBLEM that constantly confronts all newspapers is how to induce the small business to continue advertising with enough regularity to make it sufficiently profitable to the newspaper and the advertiser. It is generally admitted that spasmodic advertising in a newspaper is of doubtful worth to the advertiser, especially if the amount of space carried is small and if, as is usually the case with the irregular advertisement, the copy is poorly prepared. The expense of continual solicitation makes such advertising unprofitable to the newspaper.

Every merchant knows he must keep his advertising expenditure within a reasonable percentage of his gross receipts. The merchant who is conducting a small business knows the amount of space he could afford to buy every day in the newspapers would be so small as compared with that of the large department stores handling and advertising the same line of goods carried by him that his advertising and his business would appear inconsequential. The department stores and other large space-buyers employ the best trained advertising writers to see that their copy is prepared in the most attractive style and that it is displayed to obtain the best results, something which the small concern feels it is not able to do. The result is that the small business either buys occasional advertising space to absorb its advertising appropriation and too often finds it unprofitable, or else spends the amount in some other way equally wasteful. In either case the chances are that in a short while all efforts at advertising stop entirely, and the small business settles down to be forgotten except by the transient or immediate community trade.

Finding the large display advertising of the department stores and the big specialty stores easier to get and to handle for these reasons than the small-store advertising, solicitors give almost exclusive attention to the big fellows, and consequently at least three-fourths of the business houses in every city do no advertising whatever. How to convert this large percentage into regular though small patrons is the vexing problem the newspapers should solve. Certainly it can not be done so long as advertising is not made to pay all the parties concerned.

The solution may be found in coöperative group advertising. In the past it would have been impossible to have brought this about anywhere because of the bitter rivalries and jealousies that existed everywhere among business men in the same lines of trade or industry. The organization of merchants' associations, business leagues, chambers of commerce, business men's civic clubs, and the like, has obliterated business hatred almost entirely, and the business world is now learning that men can be competitors in business and still be friends. From a study of statistics it has been learned that a city of a given population will have an almost invariable number of business concerns of every kind and that they succeed better by coöperating with one another instead of fighting. Men have been slow to learn this lesson, and even now competitors do not always work harmoniously together, but they are rapidly finding out what things they can do profitably and are beginning to do those things coöperatively.

The first coöperative advertising on a large scale was done by some of the national associations composed of producers engaged in the same enterprises, like breeders of Holstein or Jersey cattle, manufacturers of brick, and the like. This advertising is national in its scope and is intended to increase the general consumption of the thing advertised, and is paid for out of the general treasury of the association doing the advertising, which itself has nothing for sale. In a small sense only is that coöperative advertising.

A form of advertising in danger of being overdone, or at least of being done until it no longer profits the newspaper, is that grouped around some trade article or story, such as paint advertising surrounding a "Clean-Up Week" story, garage advertising about "Good Roads" stories, "Dollar-Day" sales, and dozens of other well known methods of getting the business of the small dealer. From the newspaper standpoint, one objection to business of this kind is that it is almost necessary to solicit the large advertiser for space on such pages or risk giving him offense. If he buys small space with others on a page he is likely to leave out his large advertisement entirely or cut it down to keep his advertising expenditure within his budget. When the small advertiser sees that the big fellow has an equal amount of space with him on the special page and also a page or half-page advertisement in another part of the paper, he feels he has been overshadowed. Another objection is that this is spasmodic advertising, it seldom pays the advertisers as they expect it to do, and they often reach the conclusion that no advertising can be made to pay them. Thus there is always the danger that the special page advertising of this kind may cut two ways to the disadvantage of the newspaper.

Of course, this does not apply to the newspaper-section advertising, where large reading space is given to automobiles, the theaters, the radio, real estate, markets, etc., such features appearing regularly on certain days, and advertising both large and small being solicited for those special sections. This is merely sectionizing or departmentizing the advertising matter for the convenience of the readers.

The coöperative group advertising to which some few papers are now giving close study, although unique

in its methods, is merely straight advertising by a number of concerns, usually in the same line of business, each of whom shares alike in the expense of keeping its business before the public. By pooling their advertising budgets they are able to purchase large space, to keep it regularly, to employ expert copy-writers and



Coöperative advertisement in which seventy-two retail grocers are represented.

to make a showing comparing favorably with the largest advertisers in the papers.

Thus seventy-two grocers in San Antonio, Texas, have contracted for a series of twenty-six full-page advertisements, the grocers' names being alphabetically arranged in each advertisement. In order to emphasize their advertising they have adopted a common emblem conspicuously displayed in each advertisement and in the stores, the emblem reading "This Store Is a Retail Service Grocery." The grocers are so well pleased with the results that they expect to continue to pool their advertising. As one of them expressed it, "This is the only way I have ever found to do big advertising with a little money." Another grocer referred to it as "getting chain-store results without tying up with a chain-store system."

Following the example set by the grocers, sixty-five druggists formed a group that did most effective full-page Christmas advertising, making a fine coöperative showing in competition with the large stores advertising Christmas goods. Their slogan throughout this Christmas campaign was "It Will Cost You No More," and the public was informed that "You Can Buy From Your Druggist." This campaign, like that of the grocers, was impersonal so far as any individual firm was concerned; no effort was made in the advertising to advance the interests of one store over another; each drug store and its holiday wares were presented in an equally favorable way to the people of its community. Asked as to the benefits of the advertising pool, one druggist said: "By this large advertising we were able to do what we never could have done in a small way — we persuaded the public that our prices were as low as those of the big stores and that our stocks contained enough variety to allow wide choice in Christmas purchases. We put across the thought that the community druggist is the friend of the people, that he serves them day and night, holidays and Sundays, and that he is entitled to at least equal consideration. We induced them to 'see us first,' and if we did not sell it was then our fault. We are so pleased that we plan to continue it in such a way that the people may keep informed as to the advantages offered by the modern drug store for many kinds of shopping."

The manufacturers and jobbers of the same city, fifty-two in number, have also fallen into line and have bought fifty-two pages to be used in inducing the people of the city to patronize them rather than outside concerns. Since their interests are somewhat varied, their advertising is arranged somewhat differently from that of the grocers and druggists. Not only does the



A group of sixty-five druggists coöperated in running this full-page advertisement.

name and the line of each manufacturer and jobber appear in each advertisement, but alternating in alphabetical order two of the number each day are allowed four columns four inches deep in the page to set forth their special claims. In that way not only do all participate in every advertisement, but each manufacturer and jobber gets also two special display advertisements to present his products or business while the fifty-two pages are running in the newspaper.

One naturally wonders whether such coöperative group advertising destroys competition or weakens individual initiative. All participants in these advertisements who have been asked this question say that this kind of friendly coöperation does not in the least lessen the lively spirit of competition for trade, but that it rather inspires the individual to greater effort. It is thought such united effort for increased business will be a strong weapon against unfair competition in any line of business.

There is no reason why the florists, the bakers, the meat markets, the vegetable dealers, the milk stores, the cafes, the shoe-repair shops, the barber shops, in any city may not profitably coöperate to set forth their collective claims to patronage, and in doing so keep each participant prominently before the public as a progressive advertiser. The plan, if thoroughly presented in any city, should bring into the papers hundreds of business concerns that have never done any advertising and should make of them permanent advertisers. If handled with good judgment and properly presented to the advertisers, it should add a number of full pages of regular advertising without causing the loss of any large display advertising already carried.

Why Mr. Printer Makes a Poor Advertiser

BY MICHAEL GROSS

DO you remember the classic comeback of the waiter in the ancient jest who, when asked as to the merits of a certain dish on the menu, replied: "I don't know, boss. I just work here. I don't eat here"? Many printers could give practically the same answer, if they were asked regarding the advertising value of printed sales-literature. They work at it — producing large editions for other concerns — but rarely make *effective* use of it themselves.

The tragedy of this state of affairs lies in the fact that no business needs an effective shot of the direct-mail needle at more frequent intervals than does a printing plant. The most humble disciple of old Ben Franklin will tell you that it is nothing unusual for a printer to do fourteen hundred dollars' worth of printing one month and have the total drop down to four hundred dollars the month following.

It is not enough that a printer merely make use of direct-mail advertising. He must be certain that it is *good* direct-mail advertising — better, by far, than that used by the man who sells ginghams, groceries or grape juice. For, to be really successful, the copy he sends out to advertise *his* business must firmly convince the gingham, grocery and grape-juice fellows that it would be a good thing for them to let Mr. Printer do the direct-mail thinking for *their* businesses, too. But does the average piece of printer's advertising accomplish any such object? By the great, grinning god of the filled waste basket, it does not. Pick up one of these pseudo sales-stimulators (nine times out of ten it will be either a blotter or a calendar; the tenth being a combination blotter-calendar) and what do you find? The same hokum that old Gutenberg must have used in his feverish anxiety to keep the plant running after finishing up the last pages of the first printed Bible.

The headline of the so-called piece of sales-literature usually states that: "Quality and service reign here supreme"; or, if the printer is of a daring sort, it may be switched around to read: "The king and queen of our organization are service and quality." Then, obviously for the convenience of the sheriff when he gets word to call, there follows an inventory of the equipment: so many rotary presses, so many linotypes, so many typecasters. The conclusion consists of that venerable last line: "We gladly prepare estimates on anything from a business card to a magazine. Give us a chance to figure on your next printing order." Comes now the name, address and telephone number of the author of this advertising outrage, and another piece of dead weight goes out to do its bit toward making Uncle Sam's postmen round shouldered.

As we see it, the average printer is so anxious to tell all about his plant and the amount of work it eats up, that he forgets to mention what can be done with the stuff after he has turned it out. No sooner does printer Jones put in a battery of two-color presses than he immediately cuts up some of the best blotter stock in the house and proceeds to tell the world about his latest acquisition. He thinks that the people who get the announcement will go into the same raptures of joy over the new equipment that he did. But do they? Not so one could notice it. What advertisers are interested in, in so far as Jones is concerned, is whether he can make their printing more effective, whether he can give them a selling idea that will raise the pulling power of their advertising without increasing its cost. But Jones is so busy telling what his *presses* can do that he rarely gets a chance to say what *he* can do. He never seems to realize that the identical presses in the plant of his competitor across the street can be made to do the identical mechanical work. But if Jones has a better thinking apparatus than the fellow across the street — well, there's a talking point worth while. If friend Jones can prove conclusively, in his advertising, that he knows the business of producing sales-stimulating printed matter better than any other printer in his neighborhood, isn't it reasonable to believe that the people he succeeds in convincing of the fact will take his equipment for granted?

Let us suppose that Jones really knows how to make mailing pieces more effective. He sits down one day and writes out his views on the subject, entitling the

finished manuscript: "A Dozen Things You Ought to Be Sure of Before Mailing Out a Broadside." Into this article he puts all that thirty years have taught him about direct-mail work, and when things are quiet in his plant he runs an edition of the booklets. He puts in no advertising copy whatsoever. The cover bears the title, followed by the words " By John Jones," and at the bottom appears the imprint: " John Jones, Quality Printer, 220 West street, ——, Massachusetts." The imprint constitutes the only tie-up to the plant of John Jones. Yet no man can glance at the cover without knowing that the author of the booklet is the owner of the plant in which it was printed. The impression is registered in the recipient's brain instead of on the printed sheet. Jones now prepares a letter somewhat along the following lines:

Dear Sir:

During my thirteen years in the printing business, I have turned out thousands of broadsides for concerns in various lines. My interest in these jobs did not cease when the work was delivered. I always tried to discover what results had been obtained — to dig out the secret of the successful folder as well as the reason for the failures.

As a result, I learned over this period of time certain fundamental copy principles that either make or break an advertising broadside. These observations I have put into a sixteen-page booklet.

Whether you place your business with me or with my fellow printers, I should be glad to send you, absolutely free of charge, a copy of this work. The information it contains will, I am sure, be instrumental in making your direct-mail pieces more effective — and the more effective they become the more will all printers, myself included, benefit.

Don't expect to receive a literary masterpiece. I'm not a Shakespeare and I've merely tried to tell in plain English the things I have learned about the way a broadside should be written and printed to bring the best possible results.

Your copy will go forward to you as soon as we get word to send it.

Well, Jones sends out his letters to a list of prospects and finally distributes all his booklets. " And now what? " you say. " Where are the printing orders coming from? " We'll answer the questions by picturing the reaction an advertiser gets when he receives Jones's masterpiece. Instead of a long blurb, such as comes in from printers in every mail, stating that quality reigns supreme and dilating on the beauty of the seventeen rotaries, Mr. Advertising Man finds in this booklet information which convinces him that Jones is just the fellow who ought to be able to tell him why that last broadside didn't pull and how to improve the catalogue which is going out next month.

Now do you see where Jones comes in and where the printing orders are going to hail from? Oh, yes, it has all been said before, time and time again. " Don't talk about *your* business; talk about the other fellow's business and how you can help him increase it." But, if it's such an old story, why don't more printers do it? Merely because printers do not practice what they preach. They'll pass a lot of this " talk the other fellow's business " over to their customers, but will continue to talk about their own business, and their own business only, in every piece of direct-mail literature they send out.

Of course, another comeback might be: " But suppose Jones hasn't learned anything of interest that he can tell advertisers; suppose he doesn't know any secrets that will make their direct-mail pieces more effective. Isn't he then justified in talking about his plant rather than staying mute altogether? " To which we will answer: " No, he is not." If Jones is new in the business and it is lack of experience which prevents him from having any knowledge which might be valuable to his customers, he should go to a man who does know the business from the angle of the advertiser and have his copy prepared. If, on the other hand, Jones has been a printer for years, but hasn't learned anything worth while about his work, the quicker he gets out of the business the better will it be all around.

Now a few words to answer those fellows who are going to say " That sounds all right in theory, but how does it work out in practice? " With this manuscript there is being forwarded a few booklets written along the lines of the one mentioned in the article. Also the letter that went out telling about these booklets. And, for good measure, the answers that came in after the booklets had gone out to those who requested them. Whether the editor will find room to run a reproduction of the booklets and of some of the letters with the article it is impossible to say. We wish he would, if only to prove that advertisers show a marked willingness to place their business with concerns that give evidence of knowing how to do more than merely turn out press impressions, even though no direct solicitation for business is made in the advertising.

* * * *

EDITOR'S NOTE.—The necessity for using our limited amount of space for other material prevents our reproducing the booklets and letters to which Mr. Gross refers in his closing paragraph. Suffice it to say here that the booklets were gotten up in a simple, inexpensive manner, eight pages and cover, and were devoted to the subjects pertaining to how to get dealers to make use of manufacturers' window displays. The messages contained in the booklets are presented in simple language, but they are convincing — that's the principal point. The letters — there were twelve in all, two being from one concern — were all from large, well known national advertisers who are extensive users of lithographed window displays. This material is strong evidence of the fact that large business houses are interested in receiving constructive help from the printer, or, as Mr. Gross states in his closing sentence, " advertisers show a marked willingness to place their business with concerns that give evidence of knowing how to do more than just turn out press impressions."

No profit goes where no pleasure is ta'en,
In brief, sir, study what you most affect.— *Shakespeare.*

The Twin Printers of Mount Morris

BY FRANCES M. DONOVAN

"I AM tired of Chicago — its surfeit of all things — I want a change." I was thinking aloud to our foreman. "Why don't you try Mount Morris, then? Visit the Mayo brothers of the printing trade. See what they've evolved without the stimulation of excitement. That'll give you a thrill." So I joined the "drifters in." Almost under the gaze of Blackhawk's statue, Lorado Taft's famous interpretation of the stoical Indian, towering high above the surrounding country in the poetic Rock River environs, rests peacefully the sleepy, religious little town of Mount Morris, Illinois.

Mount Morris was settled by the Dunkards — or Brethren, as they are now called — and has maintained its simple ideals of conduct against even the invasion of Modernism, for which its main, wonderful industry is responsible. This invasion, bringing all sorts of humanity —good, bad; simple, complex; successes, failures; riff raff, investigators; dreamers, malcontents — is a source of continual worry and usually disapprobation to the staid villager, who does not favor deviation from his code of right or wrong and is horrified at twentieth century standards of moral conduct. Occasionally a vamp of the print-shop variety wedges in and then all things are at stake. But what a dull, colorless existence they would have without these so-called *Index* people to stimulate their interest. Even the home-grown species of Cleopatra would leave for more fertile pastures were it not for the possibilities of the aforesaid industry and the *Index* bunch.

And right in the midst of this unenthusiastic setting has developed one of the big business activities of the day. You feel the stamp everywhere. Suppose you are a traveling salesman with a few hours to spare between trains — there are only two trains and those on a side line of the railroad. You saunter up the main street. On your right you may notice the pretty little campus of Mount Morris college, a Brethren institution. In the center, obstructing a view of the main building, rises the bandstand, a really artistic structure. The benches on the green are filled with ambitious Mount Morris citizens, village lounge lizards, a real Greek chorus of information.

"That stand? Oh, that is for the Kable Brothers' band, composed of members of the Kable Brothers' plant. Yes, sir, the Kables are a heap sight prouder of the band than of the plant. If you're looking for a life job, just learn to play an instrument. Look at that boob, Hermann. He plays a cornet and gets $35 a week for holding down a $15 job. Sure, the Kables themselves are members and never miss playing at a concert every Saturday night, when the streets are packed with machines from all over Ogle county."

An anomaly, that — a first-class band in a so-called "podunk" town. With interest rising, you stroll on. An imposing brick building takes your attention. You discover it is the Kable Brothers' clearing house, run in the interests of the Kable plant and through which they pay their employees. Another block brings you to a pretty and quite pretentious church. Built by the Kables, of course — their place of worship. They both sing in the choir.

"Kables, Kables, everywhere." Naturally, when you retrace your steps to the one hotel, the Kable Inn, you inquire the significance of the name. You find it is run and owned by the Kables. A mighty good hostelry it surely is, absolutely the last word in up-to-date equipment and cuisine.

After your supper you observe a little line of men and women file out and go up the street. Hearing they are the night crew of the Kable plant, you follow them a half dozen blocks until you arrive at a very attractive vine-covered one-story building, perhaps a block square. At last you have come to the Kable plant, the famous printery, which publishes every month about one hundred publications, plus seventy-five, and is now being enlarged to almost twice its size. You become more curious than ever about these Kables who have built up such a fascinating business in this quaint little Dunkard town.

Harvey J. and Harry G. Kable, the twin sons of a Mount Morris carpet weaver, started in to earn a living as school boys by going around with an axe to chop wood and make enough money to start in business after they finished high school. That same spirit of bending every energy to an end has followed them through life. Their first real position was on the village paper, the *Index,* where they learned the printing business. Soon they were able to buy it, and to this day the plant is called by the town's folk, the *Index,* and the employees, *Index* people. In those days they had only one little hand press and no monotype or linotype machines. Then they added the printing of one outside job and began to feel prosperous. So they decided to invest in a power press with a gasoline engine. To keep this busy they began to hustle for more business and soon some new publications were added. A stock company with a capital of $50,000 was organized and a new building erected. By close figuring, due to Mount Morris training and instinct, and also because of the small-town situation, they were able to print at a lower cost than their competitors could. The business grew so rapidly they were compelled to install a great number of presses, erect their present structure and solicit stockholders. They are now building a tremendous addition, adding seven linotypes and putting in a rotary

press which does the work of ten ordinary machines. J. L. Rice is president of both the bank and the plant, and has been of great assistance in backing the ideals of the Kables. Mr. W. I. Prugh of the proofroom has evolved a novel method of handling the confusing mass of material, a system well worth studying.

The Kables are quiet, unpretentious and extremely likable fellows, about forty years of age. Their manner suggests none of the aggressiveness associated with big business. The average Mount Morris citizen has a tendency to efface his personality. Witness the orthodox Dunkard women with their quaint little black bonnets and plain black dresses and the men with somber black hats and untrimmed beards. To some extent this environment has stamped itself upon the Kables, but essentially they stand out from this drab background, like the huge pine against the gray sky, steady, reliable, undaunted and persistent. Perhaps after all they are the fruit of the tree, the final expression of much stored-up energy. For living placidly does not kill force if it exists at all, and the outbreak is as likely to be evil as good.

"To what do you attribute your surprising success," I asked one of the Kables, "in spite of the natural obstacles you have had to face?" and he answered modestly:

"To a constant desire to give service at all times — to give a customer what he wants, when and where he wants it."

However, although this sentiment describes the character of the men, I would rather attribute their achievement to another source: Pushing ahead one step at a time, each step opening up a new world ahead.

This year the firm has done a million dollars' worth of business, is paying ten per cent dividends, and is offering stock to employees at $10 a share. They have great difficulty in finding living accommodations for the workers, as the natives have not come to their assistance and boarding houses are almost absent. The hotel is not large enough. So the Kables will build a home for any employee without initial payment, deducting so much a week from his salary until the house is paid for, and the payments are no more than house rent would be. After three months' service every employee receives a life insurance policy of $500. All in all, you will say, a coöperative institution.

But with all these inducements the outsider does not weld into the environment. He comes and goes like shifting sands. Strikes are responsible for most of the arrivals, with occasionally a man who has a past to be covered up or forgotten. Too, some printers are natural nomads, and many an incongruity is found among the combings. I am thinking now of a girl who drifted in from the great outside. She said she had heard somewhere that this was the earth's jumping-off place, and having seen all the centers she decided to investigate. Being somewhat bored by the inhabitants, she sent for a pet Airedale for a walking companion. This caused consternation in Mount Morris. A woman with a dog was not quite decent. But when she had a Spanish visitor, who sported knickers, a cane, and golf stockings, evidently dressed to scale Blackhawk's statue, as Mount Morris is minus a golf links, the town shook itself like a huge alligator waking from a sluggish slumber, blinked its eyes, yapped a few yaps, and went to sleep again. Having satisfied her curiosity, the girl, the dog and the Spaniard departed.

But permanent among all these changes is the plant itself, with copy blowing in and publications streaming out to all parts of the country. At night when the town is physically and mentally dead (for even the dogs go to bed at sundown) you can continue to hear the pounding presses, the clicking monotypes and linotypes, the casting machines; you can see handmen and proofreaders scurrying back and forth until three in the morning, when the stream of humanity surges out, the autos begin to fill up and roll away, sometimes for a delightful ride through the picturesque country, in the daybreak hours. These Bohemian spins start much uncalled for gossip, to delight the busy housewife when she arises at five in the morning, or the likewise busy toiler on his way across the campus. And above all the turmoil the grim, inscrutable Blackhawk looks on unmoved.

IT is of little consequence just what you teach, but it is of great importance, of enormous consequence, that the student learn the great responsibilities connected with his craft.

Melville E. Stone

Volume V Number 1

The Pridemark

AN EVIDENCE OF
GOOD PRINTING

THOMSEN ELLIS Press
BALTIMORE
NEW YORK

JANUARY, 1923

A printer's house-organ should, above all things, be a distinctiye specimen of the printer's work. This is the idea which dominates the production of *The Pridemark*, house-organ of the Thomsen-Ellis Company, Baltimore, Maryland, the cover of which is shown here. Characterized by simplicity, it is, nevertheless, forceful and attractive, commanding attention. The first page of text is shown on the other side of this sheet.

The Pridemark

A HANDSHAKE AND SMILE FROM THE PRODUCERS OF

THOMSEN ELLIS Press BALTIMORE NEW YORK

PRODUCTIVE PRINTING TO USERS OF GOOD PRINTING

VOLUME V JANUARY, 1923 NUMBER 1

IN the realm of advertising there is a radical "bloc" raising its voice for recognition. They say—these radicals—that the advertising fraternity is not fulfilling its duty; that it is wandering in a wilderness of indolent words and art and getting further and further from the promised land of sales. They are pouring hot shot into the ideas, methods and even the motives of the Old Guard of advertising agents. Why, some of them are so bold as to pick advertisements from the current magazines and criticize their selling power—dissecting some proud ad man's brain child to make a Roman holiday. It's terrible—but—

What is the purpose of advertising if it isn't to *sell?* Advertising surely started with that idea—salesmanship in print—but it has trailed off along other roads.

First text page of *The Pridemark*, house-organ of the Thomsen-Ellis Company, Baltimore, Maryland, cover of which is shown on preceding page. A simple, yet attractive and dignified treatment.

EDITORIAL

REMARKABLE progress has been made in the plans for the International Congress of Printers, which is to be held at Gothenburg, Sweden, June 4 to 6, under the auspices of the Swedish Union of Master Printers. The invitation to attend the congress has already been officially accepted by the following countries: America, Denmark, England, Finland, France, Iceland, Norway, Hungary, Germany, Austria and Spain. Papers which are already listed on the program include "How an Employers' Association Functions," and "Some Unfamiliar Angles of Typothetæ," by Col. E. T. Miller, of the United Typothetæ of America. From England there will be "Cost Systems," by E. A. Goodwin; "Master Printers' Organizations in England," and "An International Bureau of Master Printers," by R. A. Austen-Leigh. From Germany, "Cost Systems and Selling Rules in the Printing Trade in Germany," also "Conditions of Labor and Wages in the Printing Trade in Germany," and "Standardization of Paper Regarding Size and Quality, and a Record of the Work of the Standardization Committee of the Printing Trade in Germany." A number of other interesting subjects, all of an international character, are being arranged. Here will be an opportunity indeed for getting together on a closer ground and settling many of the matters of international importance to the printing trades of the world. The invitation is extended to all members of master printers' organizations everywhere, and reservations should be sent at once to Nordisk Resebureau, Inkvarteringsavdelningen, Södra Hamngatan 43, Gothenburg. Advice of the intention to be present at the congress should also be sent at the same time to Den Internationella Boktryckare-Kongressen, Gothenburg, Sweden.

SOME interesting observations have been brought out by the National Committee for the Prevention of Blindness through a recent bulletin, which has been rather widely distributed throughout the printing and publishing fields. In an intensive campaign for the conservation of eyesight the committee has given careful consideration to the many and varied phases of the subject, among them a study of the harmful effect upon the reader through the use of small sizes of type. With particular reference to reading matter prepared for children, such as school books and other publications intended primarily to interest the child reader, the committee calls attention to the fact that the use of small type is especially harmful, placing emphasis upon the necessity of using type not smaller than ten-point. The committee recommends the following sizes of type for printed matter for children: For children twelve years of age, ten-point; between nine and twelve years, twelve-point; between eight and nine years, fourteen-point; between seven and eight years, eighteen-point; under seven years, twenty-four to thirty point. Another interesting point brought out by the committee, one that should be carefully considered by printers, is the fact that type smaller than ten-point not only has a harmful effect on the eyesight of the reader, but often defeats its own purpose by repelling the potential reader who realizes that such type hurts or tires his eyes. Furthermore, as the committee states, the amount of money lost by advertisers and publishers through the waste circulation resulting from the use of type faces that are difficult to read because of smallness or design is probably greater than the cost of the extra space and paper necessary if larger type is used. The committee is to be commended for the work it is doing. If its efforts result in decreasing, if not wholly eliminating, the causes of impaired eyesight, then the work of the committee will be well worth while. We are too strongly inclined to overlook the importance of selecting type that is really suitable for its purpose, with the result that we find a large amount of printed matter which fails in producing the results for which it was produced, and which can be considered nothing short of an economic loss. This reference, of course, is wholly in connection with printing for the promotion of business, or, rather, for the purpose of creating business — advertising matter, for instance. A little more careful study of the reasons for which a piece of printing is produced will work wonders. A little advice to the customer, properly given when necessary, of course, would lead to a great improvement in the character of printed matter, and should prove to the benefit of the printer. With the great quantities of printed matter being produced today it is impossible for the average person in business to read all that comes to his attention, hence any piece of printing which is intended to influence the busy person should be so arranged that it may be easily read and the message impressed upon the mind of the recipient in the shortest possible time.

Introducing American Type Into Switzerland

Recent years have brought many evidences of the fact that foreign countries are looking more and more to America, and are studying our methods as well as our machinery, materials, processes and equipment of all kinds. Especially has this been true in connection with the printing industry, for representatives of the printing trades in many countries have made trips to the United States during the past few years for the purpose of making investigations, and they have been strongly impressed with the advanced stage of the industry here. Further evidence of the widespread interest being taken in American printing comes to us in the nature of a report on the subject of

the possibility of introducing into Switzerland American type, which has been forwarded to us by the American Consul General at Zurich, George H. Murphy.

In his letter accompanying the report Mr. Murphy advises us that "This office has been receiving regularly copies of your valuable publication, which it has been pleased to bring to the attention of those inquirers who call at this office and are interested in American products advertised therein." We are pleased to know this, because as a part of the service THE INLAND PRINTER has been endeavoring to render its advertisers as well as the entire printing industry, copies of this journal have been sent regularly to all the principal American consulates so they may be kept on file for reference.

The report Mr. Murphy sends us is extremely interesting, and should be worthy of a great amount of consideration on the part of American manufacturers of printing machinery, type and supplies. We quote a part of the report:

> During recent years there has been a tendency on the part of business houses and schools in those sections of Switzerland where the German language is spoken to get away from the use of that type of script ordinarily used in printing the German language. At present handbills, posters, placards, catalogues, price lists, text books of schools, and scientific works are almost without exception printed with type similar to that employed for the same purposes in the United States.
>
> One of the chief difficulties which would be encountered by American firms which endeavor to introduce their products into Switzerland is the difficulty arising out of the fact that while typefounders in America employ the English system of measurement, typefounders in Europe employ the metric system. It is not possible to estimate whether it would be profitable for American firms wishing to introduce their goods into Switzerland to adopt the metric system for the manufacture of their goods for export, but it can be stated with certainty that unless American firms can use the metric system for manufacturing type which they expect to export to Europe no general European market can be obtained.
>
> During recent years European printers have followed with keen interest the progress in the American art of printing. A mere glance at the pages of any of the great American periodicals is a convincing lesson as to what can be accomplished by the adoption of effectively simple type used by advertisers in the United States.
>
> A great deal of preliminary work must be done before American typefounders can expect to market their goods in Switzerland, or, for that matter, in other parts of Europe where the metric system of measurement is used. There are many indications, however, which point to a real desire on the part of Swiss printers to obtain stocks of the later models of type being used by the most progressive American periodicals. This desire can be attributed, in a large measure, to the effect of American advertising matter which reaches Europe. Indeed, nothing is more obvious than the marked manner in which European professional advertisers are following the example of their American colleagues in the use of type which can be read at a glance, and which at the same time really makes an impression upon the mind of the public.

Attached to the report was a copy of a memorandum on the type situation in Switzerland, prepared by a prominent member of the Swiss printing industry, in which were set forth some interesting observations. This memorandum states that the graphic industries of Switzerland are almost entirely dependent upon foreign markets, especially for the purchase of type, there being only one small typefounder who manufactures brass rules and miscellaneous printing accessories. Most of the type has been bought exclusively from Germany, and German typefounders have covered the Swiss market, therefore German type became the standard. French type has been imported only to a small extent. While the Swiss printer still depends largely upon the German typefounder, who influences his taste to a great extent, he is not entirely satisfied with the German types, because his taste is tending more and more toward the clearer and finer types of English and especially American manufacture. Therefore he is looking for new sources of supply and it is natural that the French Cochin type has found a ready market.

This representative of the industry brings out an especially interesting point when he states: "I have demonstrated specimens of different origin and can state that the American types correspond most to what the Swiss printer is looking for today, although they are as yet almost unknown in the Swiss graphic industries. But I have become convinced that the American types can be readily introduced and sold to the Swiss printers, because the supply from the German typefoundries during recent years has not been up to the English or the American standard of clearness." He also refers to the technical difficulties which will necessarily have to be overcome by American typefounders due to the fact that European printers use almost exclusively the Didot height, which is about one-fourth millimeter higher than the American type height. He also emphasizes the fact that not only Switzerland but a great many other European countries would be buyers of American types, and eventually arrangements could be made for casting American type in Europe, which, of course, would bring the advantage of more economical manufacture.

One especially interesting feature stands out in this report and in the memorandum accompanying it. We are coming to realize more and more the fact that all nations are dependent one upon another. We have long passed the time when one country can expect to hold its own merely by depending wholly upon its own trade. We must look farther afield. Our relations one with another are growing closer, and the things that have in the past separated us are being wiped away. It is becoming more than ever essential, then, that there be a closer understanding, that there be uniformity in methods of manufacture, and that there be an international system of measurement instead of the varying systems which are now in use. Herein is presented a wide field for intensive study on the part of our American manufacturers. These matters have been given considerable attention in the past, that is sure, and obstacles have been found which have barred the way. Nevertheless, with our present stage of advancement in all lines of effort it should not be impossible to get together on some basis which would eliminate the difficulties. This, it seems to us, would present a valuable feature for discussion at the International Congress of Printers, which is to be held in Gothenburg, Sweden, June 4 to 6. We shall be interested in hearing from those who have given close study to these matters, and shall be glad to open our columns to a thorough discussion of the entire subject.

As the final forms of this issue go to press we receive the sad news of the death of Mr. F. Horace Teall, for over twenty-eight years a special contributor to and editor of the Proofroom department of this journal.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinion of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words subject to revision.

More About Mr. Werner's Criticism of the Caslon Type Face

To the Editor: MALTA, MONTANA.

In a recent issue of THE INLAND PRINTER I read where a subscriber took exceptions to your endorsement of the light-face letter (Goudy, Caslon and others). After seventeen years of careful type study I will say that for being dainty and neat there is as much difference between these faces and the common black and square-cut letters as there is between the latest styles of milady's footwear and the lamented and much-cursed doughboy's hobnails. E. A. PARKER.

To the Editor: ALGER, OHIO.

After reading the St. Louis man's letter in regard to Caslon Old Style I am of the same opinion as yourself: "How does *he* get that way?"

While I myself do not care much for this face, I have a world of admiration for it and have seen some perfect work turned out with it.

While my office is not large enough to accommodate all the faces that are good, I am sure that if I were able to have all the types I wanted, common sense would tell me to add Caslon Old Style — because, although I might not prefer this family I know it would be wanted by hundreds of others who know good printing. That a man personally dislikes a type face is not a guaranty the face is obsolete or bad. Use and demand of the Caslon Old Style tell us that its day of usefulness has not yet ended.

Personally I like Bookman. At the same time there may be many who do not, but that does not relegate this beautiful face to the scrap heap. I do not like the Parsons type very well, but I am not egotistical enough to condemn a perfectly good face simply for the reason that it does not suit my personal taste.

Types are like clothing — there are many different makes and styles, and all are good. If we had only one kind of type face with which to work, all printing would in time come to have a sameness, and the art of typography would lose its beauty and interest. ANCEL P. SHIVELY.

To the Editor: NOANK, CONNECTICUT.

Being proprietor of the best job plant in this section I feel I am justified in sending you an epistle as to Mr. Werner's letter in your journal about the Caslon type. I am positive that I hold the same opinionated views as Mr. Werner, influenced by heredity, as my father was the proprietor of this plant before my entry. He made a great study of types, etc., and printed many things in this section, one of them for many years was Webster's Yearly Almanack, including tide changes, etc., as well as all kinds of choice work. He had lots of Caslon and Priory types at that time, and being a student of typographical beauty, as before said, with calm deliberation he arrived at the conclusion that there was something lacking, so he reorganized the plant throughout. Well, the result was that he melted the Caslon and Priory up into pigs, which we used to weigh down the lobster pots — I use them to this day — and with the same rare judgment began to build up a choice plant. This office still reflects that good judgment, retained as he left it in many features. As he said to me once, "Harold, we have a rare plant, keep it well fertilized and it will grow." (You know he was somewhat of a humorist in a way.)

Of course I take exception to Mr. Werner's likes and dislikes as to various faces of types, which is natural, of course, but for the benefit of the art preservative I might suggest such faces as Fashion, Aesthetic, Monastic and French Clarendon, ornamented here and there at the discretion of the artist who is setting up the job. H. PERCIVAL PRATT.

To the Editor: BERLIN, GERMANY.

I always enjoy looking over the magnificent book of Caslon & Co., entitled "Two Centuries of Typefounding," and I admire the plainness, beauty and vigor of the Caslon Old Style type used for the text. So I am much more surprised at the displeasure Mr. Werner takes at this type, which is everywhere in favor, in his letter in the December issue of THE INLAND PRINTER.

Mr. Werner is a distinguished craftsman, and I gladly remember his last visit here, but it can not prevent me from objecting to his opinion. All Mr. Werner says against Caslon Old Style would apply as well to the types of the old masters, including the inventor of the printing art himself, "as the work of an amateur lacking proper tools." All our ideas of the everlasting and unequaled beauty of the old printing would be reversed.

A few days ago I looked at the forty-two-line Bible which is in the library of the State and was completely taken up with the perfection of the type and the exact width and lining of the letters. Of course, Caslon Old Style, like all earlier types, shows little deficiencies and sometimes oddness, but these peculiarities increase the attractiveness of these types compared with the modern faces made by punch-cutting machines. The modern faces are very exact, but they produce a hard and cold effect upon the reader and reveal the mechanical production. Therefore, the Garamond and Caslon Old Style, the original Didot Roman and the Unger German type are in vogue. But only a connoisseur will make a proper use of them. They are perhaps not suitable for the composition of the catalogues of fancy shops or of locomotive factories, but I do not believe that you can choose a better type for Shakespeare's works than Caslon Old Style.

I object to the point brought out in the last sentence of Mr. Werner's letter that the recut Caslon Old Style type proves the argument that something is wrong with the original. I hold that it would be absurd to recut the old type exactly as it had been with its small imperfections. But if the punches or matrices still exist, these old faces should be revived. Possibly, because the old matrices were not available or of no use, the Caslon Old Style has been recut — not with the decided

intention to improve it. Likewise it would be wrong to cut a bold or an expanded for the original old faces, as at that period such faces did not exist. FELIX SMALIAN.

To the Editor: HARTFORD, CONNECTICUT.

Shall I confess that the feeling of your correspondent, Mr. Werner, against Caslon type, so strikingly shown in his letter to you a short time ago, was exactly my own when I first saw Caslon cases laid in a Massachusetts printing office about twenty-two years ago? Its irregularity of alignment, breadth of A and H, almost complete circle of O, scant width of P and S, setting of the serifs, even the quirk of the comma, were painful. Delicacy of hair-lines most disturbed my employers — they made specimen plates, shaved them, and the antique effect we regarded as more harmonious. For a long time no fiction (or anything smart or up to date) was allowed to go in Caslon; poems, pamphlets of a sober hue, historical society reports were its meed in those days.

We had no typographers then — of course, Theodore De Vinne was getting up beautiful work, but designers, layout men, art printers were never heard of. (Mr. Updike was probably just beginning at that time.) We plodded along with the modern faces, once in a while Elzevir or French Old Style. I remember my great surprise at the first Morris books, and imitations on this side of the Atlantic set in De Vinne and Jenson. The public turned them down; what, a book set in job fonts? No!

I like Caslon nowadays, both for its design and practicability — also all the other faces, Scotch, Century, etc.; in fact, everything except Satanic and the like extraordinary things. For the good old watchwords, Live and learn, Progress or stand still, Take the middle of the road, and many more "wise saws and modern instances" have been a sort of mental daily pabulum throughout middle age. F. S.

To the Editor: NEENAH, WISCONSIN.

Have read the articles about the Caslon, and though I am not any authority on this subject I wish to say that the Caslon type is a fine and most serviceable type in any print shop. I don't have it here, but have worked so much with it that I do know nice things can be produced with it. I started my own little shop five years ago, and cater more to the finer class of work. Have just bought some Goudy italic, which I do very much admire. J. THEODORE THOMSEN.

To the Editor: WAYNESVILLE, NORTH CAROLINA.

With a possibility of being in the minority, I voice the sentiments of N. J. Werner in the December issue anent Caslon type. I'm merely an everyday, garden variety of compositor; and I freely adn.'' that beauty in the sprawling caps. of the italic, for instance, is hard to find, while many of the letters in the regular are ill proportioned as compared to the recut or some of the modified faces on the market.

The Keystone foundry, which I have been told originally marketed it in this country, up until a few years ago sold it in original sizes, or the nearest possible to the point system, as 6-point No. 1; 6, 7, 8, 9, 10, 11, 12, 14, 16, 18, 20 and 24 point — in other words, six additional sizes as compared with the present method of size grading. To this fact I believe can be attributed much of its popularity. The American Type Founders Company later marketed 7-point as 8-point No. 1; the 9-point as 10-point No. 1, etc., omitting sizes now looked on as bastard. The further fact that swash characters could be had only with the face now termed Lining Caslon No. 540 possibly had something to do with its vogue.

For real beauty many of the present-day faces have it over Caslon. The Artcraft and Artcraft italic formerly sold by the Western Type Foundry and now sold by Barnhart Brothers & Spindler is an excellent substitute, retaining many of the old style characteristics, carrying swash characters in the italic also. Did not THE INLAND PRINTER use this for department headings for a while? D. C. HOWELL.

Craftsmen's Taste

To the Editor: NEW ORLEANS, LOUISIANA.

I notice an insert between pages 696 and 697 of your February issue containing proofs of first, second and third winners in the craftsmen's letterhead contest. In weighing these samples one wonders if the judges were craftsmen, and, if so, if it was absolutely necessary to class as a first prize the best of those submitted. I am constrained to this question because there is a possibility that the letterhead selected as winning first prize is subject to criticism if not comparison.

If the prize-winning letterhead was to be used only by the secretary the secretary's name in the center would be all right, but it is unquestionably inappropriate if it is to be used by any of the other officers. Another objection may be offered to the use of red as in one line at the top and in the bracket at the bottom. Again, the district representatives appearing at the bottom bring in more or less of a circular atmosphere. Still another objection is the hiding away in little type of the 1923 place of meeting.

As a suggestion, the design, reduced in size, might have been placed at the top of the left-hand corner, the next meeting place in the middle top center and the slogan (Share Your Knowledge) at the right top. (Rather, the design might have been used in the top center.) All the officers should have appeared on the left of the heading and the district representatives on the right side, the name of the association to appear in two lines between the officers, as in the letterhead winning the second prize. With these objections, it would seem that the first prize winner in this contest was not a first prize winner at all, but should have been, at best, second, third, etc., in their order.

In the second winner the design was too large, and should have been in the same color as the slogan. The slogan on top of a smaller design and the place of meeting below the design, the same length as the slogan, would have made a good effect. Otherwise this sample was appropriate, these changes bringing up name of association so as to give the whole letterhead proper weight and effect.

No. 3 was a good sample for the secretary, provided the design, etc., were placed as in No. 2, which would put the secretary below the design and in his proper position. Or the design could have been used as in No. 1 and the secretary part made larger so as to give proper weight and shade to bring about an even effect. But the next meeting place should never be as large as thirty-six-point, as this would bring about the effect of an advertisement, which is certainly indelicate in a letterhead.

In using the word design I have reference to the emblem.

In giving this opinion I am borne out very largely in my general contention by the parties to the contest, as may be seen by any one weighing the three offerings and selecting the choice efforts of the contestants as there shown.

DUNCAN F. YOUNG.

SOLD AT LAST

Persistency in inserting the same advertisement, with no change of wording or illustration, is a trait of some advertisers.

A prospective customer wrote to a firm whose advertisement never seemed to change:

"Have noted your picture of one pair of corduroy pants in *Home Magazine* for past four months. More I see of them better I like them. If not sold as yet, please enter my order for same."—*Forbes.*

The Man Who Made His Dream Come True

BY ALBERT HIGHTON

THE prophet Joel in an ecstatic outpouring of his spirit declared that "men shall see visions." Few, alas, gaze toward the stars; yet thirty-five years ago, when Norman T. A. Munder was a young man of twenty, he opened up a little print shop in Baltimore and saw a vision. Always deeply religious, Munder believes that the Almighty expects from each human being, whether scavenger or sculptor, the very best workmanship he is capable of. To give dutiful tribute to the Master has meant to Norman Munder that whatever his hands find to do, he must do it not only well, but exceedingly well.

As a master printer his vision has been as fixed as a star, and Norman Munder has, these three and a half decades, devoted his life toward its realization. Dreams, poets tell us, are nebulous, intangible, fleeting; yet Munder dreamed. He gazed toward the stars of Gutenberg, Coster, Caxton, Elzevir, Bodoni, Didot, Morris, and the other illustrious printers who, too, had dreamed. Like them Munder has made his dream come true. He has attained the first magnitude.

For many years printers had told me that Munder was the master of printing craftsmanship in America. From time to time I had seen some notable examples of his work and had marveled at their careful typographical treatment — their artistic ensemble of display and color. All I had seen bore that undeniable quality of richness, refined dignity and beauty which characterizes true art. All were marked with that indefinable something which modern painters call "atmosphere." I had long admired such of those creations of the art preservative produced in Munder's shop as had come to my notice, but it was not until I came in contact with Munder, the man, and discovered the creative genius of the soul behind his work that I measured the full beauty of his creations.

Two years ago I attended a convention dinner at the Statler Hotel in Detroit. While waiting I had observed in the lobby a stocky man of medium height occupying the center of an admiring group. Of rugged vitality, quick in movement, animated in gesture, his ruddy features constantly wreathed in smiles, this man talked on while the others listened. I wondered who he was. "A man evidently of remarkable personality," thought I.

"Who is he?" I asked a friend standing by.

"Why," said he, in a tone which betrayed surprise at my ignorance, "that's Munder. I thought everybody knew Munder!"

"I *do* know him," I replied, "but I want to meet him."

My friend looked at me queerly, then smiled knowingly.

"All right; come along! I'll introduce you."

Mr. Munder's hearty handgrip, and his genial smile and warmth of greeting, at once dissipated the momentary shyness I felt in meeting for the first time the dean of de luxe printers.

By good fortune that evening I occupied a seat next to Mr. Munder at dinner, and he talked printing until the post-prandial speakers held the attention of the guests. The dinner over, he invited me to his room and from ten o'clock until three the next morning I sat with him. Forgetful of time, I listened to his discourse on printing, its history from early Chinese times to the present, its development in Europe and America, of printers from Gutenberg to De Vinne; flashing criticisms of modern printing tendencies, interspersed with a veritable essay on the effect of printing on civilization. He talked brilliantly of books on printing and types, lettering, on styles of display, colors. I sat entranced with the ready flow of his inexhaustible knowledge of the art in which he is so absorbed. I, too, became surcharged with his enthusiasm.

To crown all, he finally brought out specimens of the best work of the Munder Press — his own creations! Never shall I forget the joy of handling these rare masterpieces of the printer's art, or the glowing pride in his eyes and the radiance of his voice as he described their intricacies or the difficulties overcome in their production. Private editions de luxe for Morgan, Rockefeller, Andrew Carnegie, Phipps; limited printings of art catalogues containing reproductions in color of the greatest paintings in the world; brochures of famous artists and art museums; Japanese art reproductions — all marvels of typographic art. With these were scores of booklets, folders, business cards, concert programs, mottoes, merchandising catalogues — the gamut of work achieved on modern printing presses, every specimen of which stood out as a beau ideal of its class, and all revealing the soul of their creator!

I have met Mr. Munder many times since and he leaves me always filled with a new joy in the printer's art. His tremendous earnestness, the buoyant enthusiasm that characterizes his attitude toward the various aspects of typographical art, is ever put into his own creations. Everything that he undertakes is carried through with that unquenchable zeal which inspired the prophets of old. His enthusiasm has found for him a fountain of youth. It has defied his white hair. Munder has succeeded where Ponce de Leon failed.

Notwithstanding his indefatigable devotion to his life's love, Munder finds time to study and occasionally to travel; he is an ardent worker in the cause of Christianity; he is a collector of manuscripts, of books on printing and editions de luxe. In his collection are a rare edition of the Nuremberg Bible and a page from the original Gutenberg Bible, of which he is extremely proud. He has written many articles on printing and is an authority on color. He is always unselfishly willing to aid fellow printers with constructive suggestions or to proffer counsel from his fund of ripened experience. Like Benjamin Franklin he has helped many struggling young printers. He has made them to see his vision.

Some one once said of Messionier's miniature paintings that they could be observed only through a microscope. This *bon mot*, however, meant more than an invidious comment on their diminutive size; it signified that the detailed work of the artist-genius was so thorough that even a microscopical examination revealed no imperfections. A similar criticism may, with equal truth, be pointed at Mr. Munder's exquisite creations, as he spares no detail to achieve his marvelous effects. As a genius in typography Munder, like Messionier, has an infinite capacity for taking pains. He visualizes broadly the results he is to obtain in any piece of printing he undertakes and proceeds steadily and surely, step by step, toward its accomplishment. With watchful eyes he cautiously waylays the "trifles" that would mar his work, and chooses the "trifles" that adventitiously enrich it. "Perfection is no trifle," Michelangelo once said.

Apropos, Munder himself says: "The one who fails to appreciate trifles or the niceties of things will have no part in bringing into being either successful or beautiful things. Neither will that one enjoy beauty or success." As an illustration, a few weeks ago he printed a three-hundred-page book — an edition de luxe — for the Historical Society of Maryland. Though many distinguished members of the body had seen press proofs of the work and had expressed their thorough

satisfaction with the manifestly pleasing appearance of the printed pages, Mr. Munder was not satisfied with the word spacing and insisted upon overrunning line after line to secure an evenness which he deemed was essential! "Fie!" says the mediocre printer; but the heights are attained only by those who have the vision.

Though an expert in color, he once spent more than two whole days in mixing and remixing an ink to match a baffling color, despite the fact that the customer had approved of the first mixing. "It wasn't just right," Mr. Munder said, "and it must be right before we go ahead!" And it was. On another occasion an expensive booklet on which many colors had been impressed was found to contain two minor typographical errors, unfortunately discovered only when the work was in the bindery. Without hesitation, Mr. Munder insisted on doing the work all over again at his own expense, so that his customer might have a perfect job. Perchance, had the original booklets been delivered the customer would not have detected the errors, and probably if he had he would not have been perturbed about them. But to Mr. Munder the imperfections meant not only a stain on his art, but a blemish on his own character. He suffered a money loss, but the man with a vision swerves not from his trust.



Norman T. A. Munder in His Study
Halftone by courtesy of *Ben Franklin Monthly*.

Naturally, as might be expected, much of the printing for which Mr. Munder has been responsible has not been merely mechanical reproduction of copy which a customer has handed to him. As a matter of fact, he has been frequently called into consultation with a customer, to find that the customer knew his need for printing, yet couldn't express what he wanted! The man who has made his own dreams come true has dreamed again and translated his vision into verities that the customer could comprehend. Then he has gone back to his office, made a layout or set up the type and submitted to his customer a living embodiment of his dream.

In one notable instance, the American Writing Paper Company sent to Mr. Munder sheets of its Deckle d'Aigle, a fine hand-fashioned paper, with the request to produce a brochure that would portray the best printing qualities of the paper. He was given *carte blanche,* even to the provision of copy. This manifestation of confidence in Mr. Munder resulted in that remarkable example of color typography, "Irresistible Evidence," which not only delighted the officials of the company with its originality and its attainment of the highest form of the art, but has been displayed conspicuously at various craftsmen's expositions in cities ranging from Boston to Chicago, and aroused the whole-hearted admiration of every discriminating printer throughout the land who has seen it.

Again, on reaching the office one morning, Mr. Munder found on his desk a letter requesting him to see immediately the director of the American Art Association of New York city, who wished to have him do some important work. Mr. Munder took the next train out from Baltimore and arrived at the museum early in the afternoon. There he was shown a rare specimen, a vase which the director desired to have reproduced. This work of art was priceless, the curator explained, and could not under any circumstances be taken from the precincts of the museum; could Mr. Munder return to Baltimore and reproduce it exactly, in line and color, from memory? The color, it should be said, was a peculiar tone of blue. An impossible task? Not to Mr. Munder. He studied the vase a while, made a rough sketch and a few notes, and left on the next train for Baltimore. The day following Mr. Munder had the requisite drawings and plates made, reproduced the color which he had carried in his mind, and sent proofs by mail to the director. A wire received from the association the next day contained this laconic message: "Proofs absolutely O. K. Please proceed with printing."

Yet Mr. Munder, leading craftsman that he is, says there is much in the realm of printing art which he has yet to attain; his vision ever looks beyond. If "without vision the spirit perisheth," then conversely, Munder is destined never to die. His is the rare faculty of translating vision into reality.

PROCESS ENGRAVING

BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail.

Why America Led in Photoengraving

In an English work entitled "The Art of Illustration," Edmund J. Sullivan explains how in the early days the English photoengraver strove to make the artist draw to fit the limitations of his process, while the American photoengraver worked to bring photoengraving to reproduce any style of drawing the artist offered. Mr. Sullivan writes: "The more incompetent the (British) blockmaker the more inclined he was to take himself seriously, to make difficulties, and to endeavor to dictate to the artist as to what would 'come' and what 'wouldn't.' The American process people laid themselves out to see how far it was possible to go with him (the artist) in the direction of reproducing the most difficult task he could lay before them."

Photographs Sent Through the Air

C. Francis Jenkins, of Washington, has successfully sent through the air by radio photographs of President Harding and Secretary of the Navy Denby. The principle of the apparatus is something like this: The sending apparatus consists of a camera that flashes the image of the photograph against a selenium cell. Only a thin slice of the image is permitted to reach the photo-electric cell at one impulse through a slit covering the cell. These electric impulses are broadcasted to an ordinary radio receiver, on the diaphragm of which is a tiny mirror which vibrates with the electric impulses and reflects a beam of light through a slit over a sensitive plate. Pencil sketches have already been forwarded in this way and experiments are now being made on a way to send halftones. These experimenters should read this department of THE INLAND PRINTER for June, 1901, and see how this was done at that time.

A Photoengravers' Research Laboratory

Editor Louis Flader in the *Photoengravers' Bulletin* urges more research and development work on the part of photoengravers, and adds: "Perhaps no individual photoengraver can afford or would care to undertake the establishment of a research bureau or laboratory."

This is just to say that the Powers brothers, photoengravers of New York, foresaw the necessity for just such a laboratory and established one on Long Island some years ago. Frank T. Powers, the indomitable inventor, was placed in charge. The sums of money expended in research work there would have disheartened the photoengravers' association itself. Out of this laboratory have come the Powers plate cooler; the heater; combination plate cooler and heater; an improved etching machine; an enamel acid resist that makes it as easy to reëtch zinc as copper; a camera which would require an article to describe; an automatic attachment for centering a prism; new methods of etching; a novel halftone screen, etc. Besides these inventions many short cuts have been found through present operations. Powers offered these inventions to other photoengravers, only to find they took little interest in them. He is using them in his own four plants, three of which are running day and night, and has plans for a still larger one, to open within a few months. It is a splendid illustration of the way well directed enterprise pays.

The Chemistry of Wet-Plate Sensitizing

W. J. Smith and E. L. Turner in describing wet-plate photography, in the *Process Monthly*, thus explain the chemical action that goes on when a collodion wet plate is sensitized: "When a plate is coated with collodion containing an iodid, as for example cadmium iodid, and is then placed in a solution of silver nitrate, the cadmium iodid combines with the silver nitrate to form silver iodid and cadmium nitrate, as follows: Cadmium iodid + silver nitrate = silver iodid + cadmium nitrate. The silver iodid is the creamy colored substance that forms when the collodionized plate is placed in the silver bath, and is insoluble in water. It forms the sensitive surface. The cadmium nitrate is dissolved in the silver bath, which also contains a certain amount of alcohol and ether taken from the collodion."

The Chemistry of Developing and Fixing

Smith and Turner thus describe the chemistry of developing and fixing: "The photographic image is rendered visible by the reaction of the iron salt and the free silver nitrate solution on the surface of the plate. Metallic silver is precipitated on those portions of the film acted upon by light. The silver iodid in the film unacted upon by light apparently undergoes no change when the iron developer is poured over it. The acid in the developer acts as a restrainer and prevents the simultaneous reduction of the silver nitrate over the whole surface of the film.

"Fixing is the removal of the silver iodid and silver bromid in the film that was unacted upon by light. These iodids and bromids being readily soluble in potassium cyanid solution, potassium iodid and a double cyanid of silver and potassium are formed, the reaction being: Silver iodid + potassium cyanid = silver potassium cyanid + potassium iodid."

Rotagravure Dates for Lecturers

Professor X, Brooklyn, New York, asks for a few dates as to the invention of "rotogravure," to be used in a lecture he is preparing on this subject.

Answer.— In the first place, professor, spell the title word in your lecture correctly. Use the English word rotagravure. The Germans brought over a process in 1913 which they called rotogravure and patented the word as a trade-mark for their process. Their process failed, so there is no rotogravure used in this country. Rotagravure was invented by Karl Klietsch in Lancaster, England, and the first art prints on a web, from a roll, were sold by the Rembrandt Intaglio Printing Company in August, 1895. Charles Saalsburg's work in this country was noticed with a colored insert in THE INLAND PRINTER for

December, 1908. The Germans showed their first results in the Freiburger *Zeitung* on Easter Sunday, 1910. In the spring of 1913 the New York *Sun* printed the first rotagravure supplement in this country, which was followed by one in the New York *Times* a week later. The precise dates will be found in the library files of these papers.

Genuine or Counterfeit Engraving

The National Vigilance Committee of the Associated Advertising Clubs of the World sends out a warning against type printing dusted with resin and heated being sold as engraving. Here are a few excerpts from the bulletin of the committee: "Imitation engraving has come into the market in recent years and in many cases is being advertised and sold as genuine. The misnomers under which it has been masquerading, process engraving, relief engraving, plateless engraving, non-plate engraving, etc., are used incorrectly, and firms selling the imitation product under such names are fostering misrepresentation. Engraving has been defined as 'an impression made from a wooden or metal plate, upon which figures have been raised or incised.' This has been entirely established by custom, usage and public conception. The consumer expects engraving to be produced as described, and he is misled when he is sold anything else."

Rotagravure Machinery

The Bidart Machinery Corporation, 525 West Twenty-sixth street, New York city, has favored us with photographs of a single-width rotagravure press which the company is installing for *La Presse,* Montreal. For this press a speed of 7,500 eight-page newspaper supplements an hour is claimed. Further, it is stated that the press can be changed over to sheet-feed and different sized cylinders used for commercial work. This is to permit *La Presse* to use commercial printing as a filler between the Sunday supplement runs.

To their description of this press the makers add: "It is interesting to know that the word rotogravure is a trade-mark registered in the Patent Office and should not be used unless permission to use it has been secured from the owners of the trade-mark." Why any printer should want to use the meaningless word rotogravure for the proper English word, rotagravure, is beyond understanding.

"Proofs That Prove the Plate"

This is the claim made by the makers of the Claybourn Precision proof press. How valuable will this statement be to the engraver of the future? He can then send out proofs with the engravings with the assurance to the customer that they are absolutely flat proofs without underlay or overlay—"honest to goodness" proofs, so different from those that have gone before. Moss, the earliest photoengraver, had an artist go over the proofs carefully and touch up with pen and India ink all the breaks in the lines shown in the proofs. We blocked on mahogany wood in those days, and it required some years before we learned it was better to lay the unmounted plate on an iron base when proofing it. Then overlay cutting came in, and as the engraver with the most skilful overlay-cutting pressmen delivered the most artistic proofs he was consequently considered the best engraver. Of course the platen and cylinder pressman was at a disadvantage in trying to equal the engraver's proofs when printing the edition. Some engravers, feeling they were taking an advantage of the pressman, sent with the engraving the overlay their proofer used. With the Claybourn method all this expensive overlay cutting will be dispensed with, and as the makers say: "The proof will prove the plate."

TODAY'S successes are built by yesterday's preparations. Tomorrow's successes will come from today's hustling.—*Adams' Impressions.*

NOTES ON OFFSET PRINTING

BY S. H. HORGAN

Economy of Offset Printing

R. B. Fishenden says some Scottish printing houses have found it extremely economical to produce reprints of novels and the like by offset methods, using one of these reprint processes which enable a finished reprint edition of a novel to be produced more cheaply than by letterpress, even if the stereotype plates of the first edition are in existence.

"The Offset Printer"

Frank O. Sullivan, with twenty years' acquaintance with lithography and all kinds of planographic printing, is editing the *Offset Printer* as a monthly department of *Printing.* A most valuable feature of this new department of Mr. Sullivan's is that it is printed by the offset method. This enables every one to make comparisons between offset and typographic printing in the same publication. The inroads offset printing may make on the typographic printer is a much discussed question at this time. There is sure to be rivalry between the printers of both sections of this publication, and it is a contest that will be watched with interest in all countries.

How Many Impressions From an Offset Plate?

This question is most frequently asked by printers, and the answers to it are as numerous as the questioners. Andrew H. Kellogg, one of the oldest offset printers, say they get 100,000 to 150,000 impressions from a single set of four-color plates. The Standard Publishing Company, Cincinnati, is said to obtain as many as 400,000 from a set of color plates. The Brandon Press also claims 400,000 as a fair run. The Offset Gravure Corporation, using the Grass method, gets over 100,000. As said in this department before, the life of an offset press plate depends first on the character of the grain on the plate and then on the after treatment of the plate by the pressman.

Reverse-Type Transfers

As is well known, a transfer printed from regular type reads right. When this is transferred to the planographic plate it is reversed and if printed from that plate direct it reads right on the paper. But were this planographic plate to print on a rubber blanket it would read right on the blanket but be reversed when offset on paper. To overcome this, Thormod Monsen & Son, 230 West Huron street, Chicago, have a great number of reversed type faces. They set copy in this reversed type and pull sharp transfers, which can be either photographed or used direct.

VOICES OF THE PRINTING OFFICE

BY GEORGE W. TUTTLE

What the new type said to the old: "You must have been in the printing office jam, judging from your face."

What the type cases said to the presses: "The proprietor must have purchased you at the Racket Store."

What the type said to the paper: "What kind of an impression are we making on you?"

What the imposing stone said to the composing stick: "You make a meal of what would be only a mouthful for me."

What the surplus ink said to the pressman: "This is too much of a spread for me."

What the sarcastic customer said to the printer, as he examined the finished work: "You certainly believe in going clear through with a job!"

What the inquisitive cash register said to the waste basket: "What is your waste measure?"

What the worn-out type said to each other: "Oh, yes, we can deface the job, but the proprietor will have to face the music afterward!"



An unusual, simple, but extremely artistic and attention-compelling cover for a house-organ, demonstrating the effectiveness that can be secured from one printing only, black over a scarlet cover stock. Plate loaned by courtesy of the McCormick-Armstrong Press.

Collectanea Typographica

By HENRY LEWIS BULLEN

Books That Printers Make

There is no frigate like a book
To take us lands away,
Nor any courser like a page
Of prancing poetry.
This traverse may the poorest take
Without oppress of toil—
How frugal is the chariot
That bears the human soul!
—Emily Dickinson.

* * * *

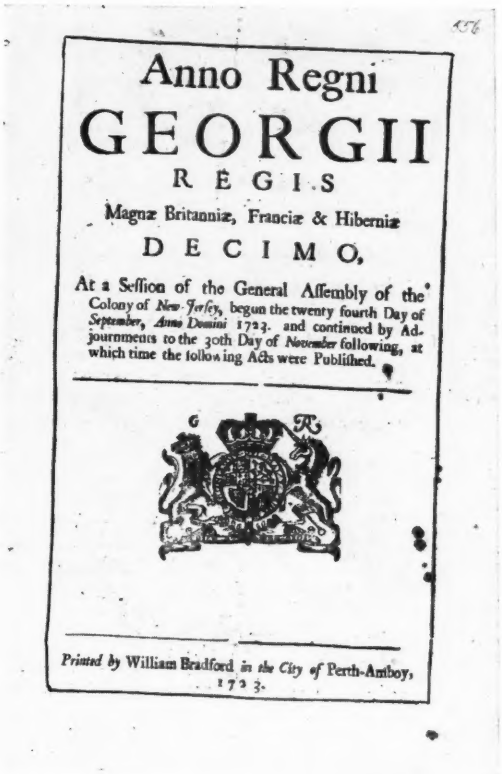
ALL the world complain nowadays of a press of trivial duties and engagements, which prevents their employing themselves on some higher ground they know of; but, undoubtedly, if they were made of the right stuff to work on that higher ground (provided they were released from all those engagements), they would now at once fulfill the superior engagement as naturally as they breathe. They would never be caught saying that they had no time for this, when the dullest man knows that this is all that he has time for. No man who acts from a sense of duty ever puts the lesser duty above the greater. —*Thoreau.*

* * * *

Early New Jersey Printing

ALTHOUGH the first printing house to be permanently established in New Jersey was that of James Parker, of Woodbridge, near Perth Amboy, begun in 1755, printing was done in the State as early as 1723. In the latter year the General Assembly of the Colony of New Jersey held its sessions from September 24 until November 30, and passed several laws. William Bradford, printer, of New York, was induced to send a press and types and a printer to Perth Amboy to print these laws as they were enacted. After the assembly adjourned the laws were collected and issued in pamphlet form, with the title page as reproduced here. The imprint reads, "*Printed by* William Bradford *in the City* of Perth-Amboy, 1723." This task accomplished, the press and types were returned to New York.

Only two copies of the Laws of 1723 are known to be in existence. One is in the library of the Historical Society of Pennsylvania, the other is in a private collection. The printers of New Jersey, at the suggestion of the Typographical Union of Perth Amboy, expect to celebrate the bicentennial of this printing event in November of this year.



Anno Regni
GEORGII
REGIS
Magnæ Britanniæ, Franciæ & Hiberniæ
DECIMO,

At a Seſſion of the General Aſſembly of the Colony of *New-Jerſey*, begun the twenty fourth Day of *September*, *Anno Domini* 1723. and continued by Adjournments to the 30th Day of *November* following, at which time the following Acts were Publiſhed.

Printed by William Bradford *in the City of* Perth-Amboy, 1723.

Reduced reproduction of the title page of the 1723 Laws of New Jersey, the first printing done in that State. Size of original type form 5½ by 9 inches.

In 1727 another temporary printing house was set up by Samuel Keimer in Burlington. B. Franklin was Keimer's journeyman. Keimer was there to print paper money for the Colony. There is now a small building in Burlington which the older inhabitants aver is the place in which Keimer and Franklin printed and lived during the time they were fulfilling the currency contract.

James Parker was a native of Woodbridge, and an apprentice of William Bradford of New York. He ran away from Bradford, who advertised a reward for his apprehension. The next we learn of Parker he was working for another erstwhile runaway printer in Philadelphia — B. Franklin. Franklin thought so well of Parker that in 1742 he supplied him with a complete printing plant, which was set up in New York, and continued under Parker's control until 1761. Parker had a two-thirds interest, Franklin retaining one-third, and assuming certain obligations. In printing and also in connection with the postmaster-generalship of the colonies, Parker was, until his death in 1770, Franklin's confidential associate.

Perth Amboy and Burlington were the two principal cities of New Jersey in colonial times. The main traffic between New York and other northeastern colonies was through Perth Amboy, largely a water route. Passengers and freight went from New York, past the site of the Statue of Liberty, up the Kill von Kull to Perth Amboy. Passengers there took the stage coach to Burlington, whence they proceeded by boat on the Delaware river to Burlington. From Perth Amboy freight was sent up the Raritan river to New Brunswick. The Province House, residence of the colonial governors of East New Jersey, is still in Perth Amboy. When Franklin's son, William, became governor he resided there.

* * * *

Smile awhile, and while you smile another smiles, and soon there'll be miles and miles of smiles: Then life's worth while because You smile.—*Selected.*

Time Flies

THE first contribution made by *Collectanea* to a printing trade periodical appeared in the *Printers' Register* of London on page 115 of the issue of September 7, 1874, forty-eight years ago. He was then an apprentice who thought pretty well of himself, and the subject was "Newspapers and Printing in Victoria." Of course, there had to be a little preaching in that essay, thus: "It is plainly desirable that some better arrangement be arrived at with regard to boy labor. . . . Many apprentices, receiving small wages, are of more use than so-called journeymen to whom employers are compelled to pay full wages, though utterly useless as jobbing hands. . . . If the typographical society were to adopt some standard of excellence in workmanship to qualify a journeyman, I believe employers would find it to their interest to employ them rather than boys."

* * * *

The Benefits of Printing

"Let there be light!" God spake of old,
And over chaos dark and cold,
And through the dead and formless frame
Of nature, life and order came.

Faint was the light that shone
On giant fern and mastodon,
On half formed plant and beast of prey,
And man as rude and wild as they.

Age after age, like waves, o'erran
The earth, uplifting brute and man;
And mind at length in symbols dark
Its meanings traced on stone and bark.

On leaf of palm, on sedge wrought roll,
On plastic clay and leathern scroll,
Man wrote his thoughts: the ages passed
And lo! Printing was found at last.

Then dead souls woke: the thoughts of men
Whose bones were dust revived again;
The cloister's silence found a tongue,
Old prophets spake, old poets sung.

Here Greek and Roman find themselves
Alive along these crowded shelves,
And Shakespeare treads again his stage,
And Chaucer paints anew his age.

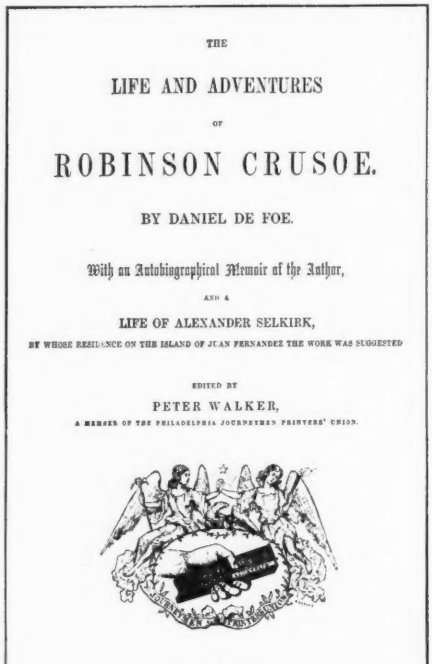
As if some Pantheon's marbles broke
Their stony trance, and lived and spoke,
Life thrills along the alcoved hall
The lords of thought await our call!

—*Whittier.*

* * * *

Robinson Crusoe and the Printers

ON June 27, 1850, there was a meeting of the dissatisfied journeymen printers of Philadelphia, at which it was resolved that "some action is imperatively necessary to improve the condition of the craft." On July 20 a new scale of prices was approved and adopted by 416 journeymen, to be put into effect on September 2. On August 10 the Journeymen Printers' Union of Philadelphia was instituted, with 444 members. When September 2 arrived a few proprietor-printers refused to accept the new scale, and nearly one hundred men were thrown out of employment. To provide for the members on strike the newly organized union printed and published an edition of 1000 copies of "Robinson Crusoe," edited by Peter Walker, a member of the union, with seven full-page wood engravings of high merit, contributed gratuitously by three artists and six wood engravers. The first edition was quickly sold, and within two months a second edition of 2000 had been sold. We have before us a copy of the third edition, isued on October 8, 1850. It is a well printed, cloth-bound book of 464 pages, the profits from which supported the striking members until they found employment, as the recalcitrant employers submitted to the new scale. This certainly was a most dignified way of procuring funds. We reproduce the title page of this noteworthy book.



THE

LIFE AND ADVENTURES

OF

ROBINSON CRUSOE.

BY DANIEL DE FOE.

With an Autobiographical Memoir of the Author,

AND A

LIFE OF ALEXANDER SELKIRK,

BY WHOSE RESILIENCE ON THE ISLAND OF JUAN FERNANDEZ THE WORK WAS SUGGESTED

EDITED BY

PETER WALKER,

A MEMBER OF THE PHILADELPHIA JOURNEYMEN PRINTERS' UNION.

PHILADELPHIA.
JOURNEYMEN PRINTERS' UNION.
1850.

Titie page of the third edition of a book printed in Philadelphia in 1850 by members of the Philadelphia Printers' Union, then out on strike. The actual size of the title page is 4⅝ by 8 inches. We print a little history of this event.

* * * *

When a man is talking he is not learning anything.

* * * *

Of his gentleness,
Knowing I loved my books, he furnished me,
From mine own library, with volumes that
I prize above my dukedom.

—*Shakespeare.*

Federation of Dutch Master Printers

VERY curiously this federation is composed of three other national associations, based upon religious affiliations. There is a Catholic association of master printers, numbering about 300; a Protestant, about 150; and a neutral (largely Protestant), about 1,000. The employees are organized on parallel lines, numbering, respectively, about 3,000, 2,000 and 10,000. It is estimated that there are only about fifty printing firms outside the federation. The revenue from dues is about $50,000 a year, all paid to the general employers' federation, which allots funds, as required, to the subordinate associations of the federation.

There is a forty-five-hour week, and a maximum hourly wage of about 35 cents for journeymen compositors and pressmen. Wages vary according to location of districts. There is one wage agreement with all the labor unions involved. Process engravers, lithographers and bookbinders are not in the federation, but work in harmony with it. The process engravers' association, for instance, will not make cuts for printers who are not affiliated with the federation.

* * * *

Do and Say

Two brothers once lived down this way,
And one was Do and one was Say.
If streets were dirty, taxes high,
Or schools too crowded, Say would cry:
"Lord, what a town!" but Brother Do
Would set to work to make things new.
And while Do worked, Say still would cry:
"He does it wrong. I know that I
Could do it right." So, all the day
Was heard the clack of Brother Say.
But this one fact from none was hid,
Say always talked, Do always did.

—*Frederic Almy.*

* * * *

Collectanea has been commissioned by the Master Printers' Association of Melbourne, Australia, to purchase a small library for the use of its members. The money is in hand, and soon the books will be on the way to our good friends in the Antipodes.

* * * *

Printing is a substitute for a salesman. Consider what a salesman may cost. Consider what it cost you to produce the printing. Between these points there is ample room for an adequate profit.

* * * *

Too many printers are depending upon their hands; too few upon their brains.

* * * *

It is only by labor that thought can be made healthy, and only by thought that labor can be made happy.—*Ruskin.*

An Infallible Form-Lining Method

Correct in Principle, and Easily Applied

BY H. H. STRAIT

INFALLIBLE may seem to be a rather strong and improper word when used in connection with anything to do with lining up of forms, but after having used the method twelve years, on every job of any importance, and having never seen it fail through any fault of its own, no matter how complicated the work, the writer believes infallible to be the proper word. When a press sheet is sent to the O. K. or lineup man it is usually accepted as a true representative of the form from which it comes. It may be, but on many occasions it is not a true representative. A sheet pulled on a cylinder press is a very fickle thing. Improper adjustments, among which may be mentioned loose grippers, or too tight or too loose brushes or bands, will cause an impression to do some freakish things, and lead one to believe that the makeup of the form is not what it really is. A wave in the stock, too much gripper bite, or the crowding of the sheet — particularly if an extremely large one — into the side guide, through guides not being straight or the stock not square, are also contributory causes.

The stoneman may be sure that the form is properly lined up, and that it has the proper margins, but the O. K. man will point to the backed-up or lined-up sheet as positive proof, and say that it is not. Then a great mistake is usually made — the moving of certain pages or parts of the form to make them line up on the sheet, or to register with the corresponding pages or parts on the opposite side of the sheet — and a perfectly lined-up form may be thereby seriously impaired.

After the moving necessary to gain the required results has been done, and the sheet O. K.'d, the pressman, as well as making ready, often makes adjustments of grippers, brushes, bands, guides, etc., which, probably without his knowledge, cause a difference in the action of the sheet. A made-ready sheet is sent up for final O. K., and the O. K. man notices that it is "all out of register again," which draws from him such remarks as "those pages which were moved should be moved back to their original positions, but we will have to let 'er go now, as it is made ready," or some similar remark familiar in every shop.

There is a method — it is too simple to be called a system — which, if faithfully applied, will reverse the situation, and instead of the stoneman's trying to force the form on the press to conform to the O. K. man's ideas, he can, after ascertaining whether the form has been properly locked up on the press, say to the pressman: "There is something wrong with the adjustments on your press — the sheet doesn't back up properly," or "It is out of register." To prove his assertion he can fold the sheet carefully at a point where a discrepancy appears, lay it on the form in exact position at one side, or end, as the case may be, and he will find that on the opposite side or end the impression on the sheet and its corresponding point in the form do not register. On forms in which there is a great amount of blank space this discrepancy may amount to a pica, or even more, and is usually due to brushes or bands being too loose, or the sheet being pulled on low speed, allowing sheet to drop when off impression. This may be termed "not running true to form." If all adjustments are properly made, and the stock lies flat, the impression on the sheet will measure up exactly with the form.

The method of lining up described in this article is a correct principle, and is easily applied. The principle is correct because measurements are made from a positive uniform point, with a gage which can be made as true as the foundries can make iron or metal furniture, or quads, and which is placed in direct contact with the form, making it easy to detect the slightest variation. On book or other forms with cross bars, half of the form is measured at a single operation — not by a series of measurements, none of which may be accurate — and the outward extremities of the form are as accurately determined as are the inner edges next to the cross bars. On forms without cross bars measurements are made from a certain uniform point on the gripper side, the entire width of the form at one operation, and the same thing is also done lengthwise of the form, measuring from one end to the other.

The possibilities of the method are limited only by the care and ability of the workman. By its use the stoneman knows his form will back up perfectly if properly locked up on the press and proper adjustments made, or that it will perfectly back up another form measured in the same manner, if sheet has not contracted or expanded on account of atmospheric conditions since the first side was printed. He knows that a given point on one side of the form is exactly the same distance from the center of the form, or from the point from which measurements are made, as a corresponding point on the other side of the form. It catches the variation in wood furniture, which, if true when new, will not always remain so. It is particularly valuable in making up forms of plates on patent blocks, or electros regularly mounted on wood blocks, whose bases may not be of a uniform size, and whose margins usually vary. It makes easy propositions which would be almost impossible without it. It is the easiest thing imaginable to maintain a uniform position of any particular part of a page, such as cuts, heads, subheads, etc., by cutting a notch for the purpose. In making up color forms the workman can come astonishingly close on the first impression by using the same gage for each color. In short, it makes an absolute certainty of situations which otherwise would be mostly "guessed at" or reached through a laborious process.

Straight edges are frequently used and help considerably, but they are not infallible even if they are true, because there may be a bow in a cross bar, or the points at either side or end of the form from which alignment is made may not be relatively the same, hence the form will not be perfect.

The discovery of this method was brought about through a very unusual job which came to the writer to be locked up. It was a little book of 32 pages, 1⅞ by 1⅜6 inches; type face 5 by 9 picas, and as the order was for several million it was run on a large sheet, twenty-two complete, making a form of 704 pages, parallel folded, eleven-up. The margins, of course, were very narrow, and accurate graduation was required. The graduation was easily determined by folding a sheet of the stock — cut to the size it would be cut after printing — very carefully, the same as the job was to be folded. A five-em piece of brass rule, representing the width of the pages, was placed on the first page of the folded sheet in a position where it would exactly center on the trimmed book, and with the point of a sharp knife the folded sheet was stabbed through at each end of the rule, making side margins of pages. Before proceeding further it was determined whether or not the stabs had been perfectly made by measuring the marks on the back of the book. This being done, the sheet was unfolded, and there was the absolute location of each page. Then came the proposition of transferring those stab marks to a workable

implement, which resulted in what may be called the "cardboard gage." The large notch was cut first, the stabbed sheet laid over the strip of cardboard with the inside edge against the notch, which was to be the beginning point — the center of the cross bar, form and sheet. The stabbed sheet was

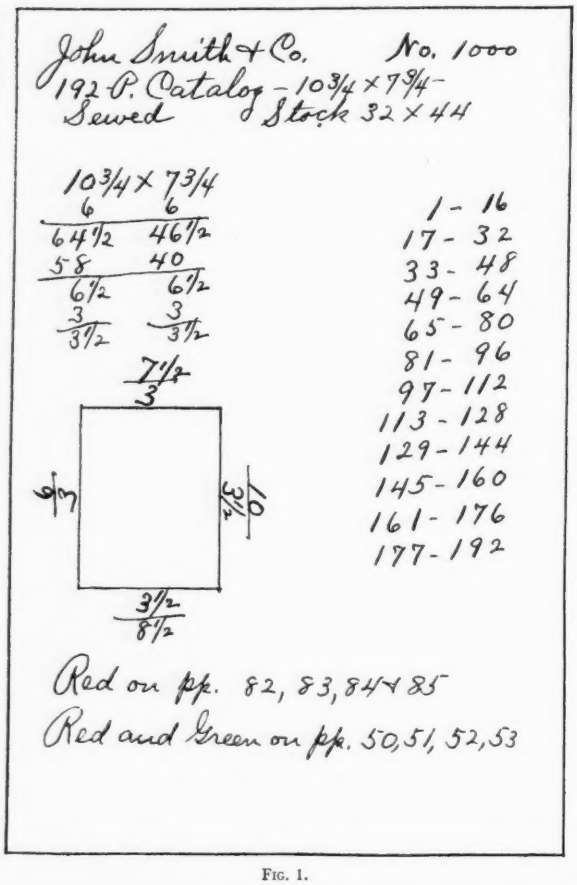


FIG. 1.

smoothed out and weighted down, and but a few minutes were required to cut through the stabs into the cardboard, after which small parts were cut away, forming the notches. All mathematical calculations were cast aside, the pages — solid metal-base electros — were laid in their proper order and gaged approximately at first, then tightened and gaged accurately sidewise. A vertical gage the length of eleven pages (one-half of the form) with which to line up the heads of the

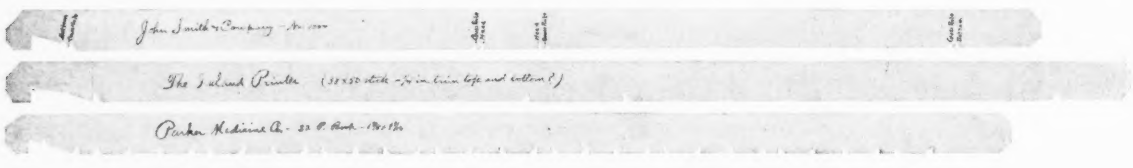


FIG. 2.— Cardboard gages for lining up forms. Reproduction is less than one-third the length of original gages.

pages, was made in a few minutes. When this form was put on the press and properly squared up a perfectly backed-up sheet was gotten without a move, and when the sheet was accurately folded its margins were as perfect as the stabs from which the gage was made.

In endeavoring to convey the idea to others, let us begin at the beginning of the process of preparing a form for the press. Let us suppose that a ticket, No. 1000, for a 192-page catalogue for John Smith & Co. is given to the stoneman. The first thing to be done is to notice how the book is to be bound — whether side stitched or sewed — then to determine the margins and necessary space between pages. The following method of determining this has been used by the writer for years, and while many workmen no doubt use the same method it may be new to others. It is to put all the "dope" on one small sheet of paper (see Fig. 1). The book is to be sewed, flat open, trimmed size, 10¾ by 7¾ inches; stock, 32 by 44 inches. My method is to reduce all dimensions to picas, figuring six picas to the inch. The trimmed size of the book, then, is 64½ by 46½ picas, face of pages, 58 by 40 ems, which allows 6½ ems each way for margins, which will be distributed as follows: Three ems for binding margin; the same for the head, and 3½ ems for the outside and bottom. Hence, the total space between pages on binding side will be six ems, and allowing ⅛ inch trim at the top the total space between heads will be 7½ ems. To determine the total space between outside and bottoms of pages, add the amount of the trim to double the margin of one page. In this case the side trim is ¼ inch, or three picas for the two pages, which, added to twice the margin of 3½ picas, gives a total of ten ems; allowing ⅛ inch trim at the bottom, the total space between bottoms, then, will be twice 3½ ems plus 1½ ems, which equal 8½ ems. All this, as well as a checking list of signatures, and other necessary memoranda, can be placed on one small sheet in the manner shown in Fig. 1.

Now, with the above necessary information mapped out, we are ready to introduce the lining method, which is simply the cutting, or notching, of a cardboard gage (see Fig. 2). Strips of a good quality of manila cardboard, about ¾ inch wide and one point thick — those usually used for spacing material — are all right. The first operation is to cut a large notch ½ inch or a little over from one end of the strip, which is the starting point. From this notch measure off 44¼ ems — one-half the space between bottoms of pages — by placing this amount of space in good metal furniture or quads, and with a sharp knife mark carefully the card at this point, which gives the location of the bottom of the page next to the cross bar. Then, without removing furniture or quads by which first mark has been made, place 58 ems (length of page) against furniture or quads and mark card again, which gives the proper location of the head of the page; again, without removing furniture, place 7½ ems more in line and again mark card, getting correct location of head of adjoining page. Finally, still keeping furniture in position, add 58 ems more, to locate bottom of outer page, and mark card at this point. Now that the exact locations of the various points are marked by the cuts in the card, remove the furniture, cut through card at points marked, leaving edges as clean and sharp as possible, and cut away a small portion of the card, which forms the notches and makes their locations discernible. When this is done the workman is ready to go to work.

If the center of the cross bar is to be the base from which to measure, he should place high reglet, leads or slugs next to the bar to afford an abutment against which to hold piece of furniture or quad which is to mark the center of the cross bar. (It has been the experience of the writer that it is best, when possible, to make the center of the cross bar the point from

which to measure, as it is more convenient in most cases, and the best results are obtained.) The center of the bar is found by using a good piece of metal furniture, or quad, of half the width of cross bar.

When ready to begin making measurements the quoins should be tightened on both sides about the same as they will be tightened on the press. For the job being illustrated we shall assume that the cross bars are four picas wide, which would mean that a piece of furniture two picas thick will be used in measuring. Stand this piece of furniture on cross bar, and hold against high reglet with one hand, and with the other hand hold the cardboard gage by the outer end, hooking the large notch onto the piece of furniture at the center of the bar, laying gage flat on form and parallel with sides of pages being measured. The workman now has before him the exact location of head and foot of the two pages being measured. When pages run short, which is most frequently the case, the exact amount of spacing material needed to bring them to their proper lengths can be determined by placing spacing material between furniture and large notch in gage. Should the running head be short, not affording a good measuring point by which to determine whether the page is the same length on both sides, use the highest common point which extends the entire width of the page as a measuring point, cutting a notch in the gage at the proper point. Frequently cross rules are used at both the top and bottom of the page, and these make excellent points to measure.

The entire form can be gaged before unlocking, as it is a very simple matter to designate just what is to be done by laying the proper amount of leads and cardboards on the form. If pages are too short, place these leads and cardboards horizontally on the page, indicating that they are to go into that page; if too long, place them vertically on the page, indicating that that much space is to come out.

After the job is finished the " dope sheet " and gage can be preserved in any convenient way for use when the job repeats, often saving considerable time and discussion in getting started. If gage is to be used continuously, or on a very large job, it is a good plan to reinforce the large notch to preserve its accuracy, by pasting another thickness or two of cardboard at this point, making the notch two or three ply instead of one.

It is not usually necessary to use a gage for the horizontal measurement of a small book form, if type or linotype, and well made up. If good furniture is used between the pages the lineup of the form will automatically be accurate enough. But if the form consists of plates or electros, a gage should be used, which is made in the same manner as the perpendicular gage.

After becoming familiar with the method the workman can easily work out the solution of any situation, and make his work accurate and positive. It often seems to be a waste of time for a stoneman to be so particular in the matter of lining up forms — to split hairs, as it were — to make his work perfect, when it is considered that there is likely to be a considerable variation in the pressroom and bindery. The variation in the pressroom, however, need not be great, as it is possible for this branch of the work to be done almost perfectly. One of the greatest sources of trouble is from sheets not being properly slit on the press. This will make trouble for the bindery, where the work is never very accurate at its best. It is almost impossible to fold a sheet of three or more folds so that it will accurately register. More frequently the register will vary considerably — very often a pica or more, particularly where one signature adjoins another. It is my opinion that it should be more necessary for a sheet to be folded accurately so the margins will be uniform than it is for a sheet to back up perfectly. An extremely small percentage of readers know anything about the backup of a sheet, but they will notice that something is wrong if the margins are not right or uniform. No one but a printer, or a tradesman closely allied with printing, will ever hold the page of a book to the light to look at the register, and the percentage of printers who do this is also extremely small — hence the seeming superfluity of the stoneman's extreme accuracy.

When this method of lining forms is thoroughly established, it should never be necessary for a lineup man to line up a sheet, or a stoneman to make any moves in a one-color form, and this part of the duties in a print shop should eventually become a lost art.

SUCCESSFUL BUSINESS

BY G. E. PEACH

Volumes have been written in numerous efforts to explain theories and to give in detail practices and methods that assure the merchant of the attaining of success in business. After the many theories have been explained and methods expounded, one comes along and says the whole thing can be put into about half a dozen words: Getting orders, delivering the goods, and collecting payment.

The most successful of bankers have attained success largely by lending money and getting it back again with interest. The successful merchant does the same thing. He lets out money in the form of merchandise and recovers money in payment with his profit. The difference between the two is not so great as people generally believe. Many a banker fails in business by lending to the wrong people, as many a merchant fails by extending credit to the wrong people. Credit is a bad thing when given out promiscuously.

The argument of a young man who began business in a small town with small capital and make good, even though half a dozen other merchants failed alongside him, has quite a good deal of value in it and worked well in his case. He said to any one who came to buy on credit, with very carefully selected exceptions: " I am not able to give credit; my capital is small and my financial obligations are heavy. You go to your banker and if you are the right kind of man he will advance you money and charge you less interest." " Invariably," he told the writer, " the customer returned from the bank with cash and paid for his purchases, and as a result I was able to make good." This man also had his list of credit customers who paid every two weeks or thirty days, but they were hand-picked and were carefully guarded against going over their credit periods. Collections were made on time and these customers were continually conscious that they were enjoying a privilege and they respected the convenience this privilege afforded.

It is the prompt collection that makes the turnover profitable, buys cash discounts and increases the good will account.

LIVE MATTER FOR THE PRINTER

BY OLIVER BUSWELL

The way it looks to us the printer's devil usually lives up to his official title.

A printer often does more damage with one of his slugs than Jack Dempsey can do with his.

Some people spend so much time gazing at the star of their ambition that they never notice their cart is in a rut.

" The couple will be at home after March 30 to *deceive* callers "— the usual thing, perhaps, but it takes a lot of nerve to admit it.

The houses that advertise " Printing That Lasts " have nothing on the boys who printed Old Tut's obituary which was buried with him.

It is perhaps significant to note that puzzles and printing were both originated by the Chinese. It is sometimes difficult to decide which is the most complicated.

Why I Failed in Business

A Former Printer's Confession as Told to

FRANK H. WILLIAMS

I AM not looking for sympathy in making this confession. I'm fed up on sympathy. All my friends and relatives have been sympathizing with me ever since I failed in running a print shop, and with their sympathy they've been a little cynical about my failure. I'm making this confession for the purpose of helping other printers steer clear of the rocks on which I found disaster. It may indicate to some printers just what to avoid, and by doing this I'll help them on to greater success.

When I started in business in 1919 it was with the best sort of prospects. I had a sufficient amount of capital to equip my shop in pretty good shape, had a lot of friends and was well known all through the city. If I'd kept my head I would be successfully established right now instead of being out on the road selling printing for some one else. And I want to say that I'll come back — that what I've learned through experience will be of value not only to other printers but also to myself.

My first fault lay in my attitude of thinking I was just about the best there was in the city and that business would come without my going after it. I knew I had the most up-to-date shop in the city — which was to be expected in view of the fact that it was equipped new from top to bottom — and I knew that I turned out good-looking work. So I assumed the attitude of waiting for folks to call on me and ask me to do their work, instead of going out and selling them. At the start of my career a considerable amount of business did come. This, unquestionably, was due to the fact that the shop was new and that all my friends and relatives rallied to my support and did what they could toward sending business to me.

But after I'd been in business for about six months I noticed that during the previous month I'd not made any progress at all, but had, in fact, gone backward. If I'd been a good business man this would have made me get out and hustle. But instead of doing this, it angered me and made me direct my wrath at those of my friends and acquaintances who hadn't yet given me any business. I showed this spirit by treating them disdainfully when we met and by showing unmistakably that I was hurt. Now, I don't believe there is anything in the world quite so generally disliked as a poor sport. Folks like a man who's game and who takes a beating without showing that he's hurt, but for a man to be disagreeable just because he isn't getting all the business he feels he is entitled to is evidence of the poorest sort of sportsmanship.

This attitude, instead of bringing the non-patronizers around to my establishment with a lot of work, simply made them laugh and comment about my attitude. With this sort of thing going on it wasn't a great while before I began to hear folks saying I wasn't putting my business over and that I was acting like a spoiled child about it.

My second mistake was largely due to this superior attitude which I assumed, and this second mistake lay specifically in always assuming that my shop was right and the customer wrong. Of course, it is good business for a print shop to protect its printers as much as possible and to make employees feel they will be upheld when they are in the right, but printers are just as likely to make mistakes as customers are. I couldn't see the customers' side of the proposition at all, and this, coupled with my impetuous nature and quick temper, made me frequently say things to customers which deprived me of their trade forever. I figured I was saving money every time I made a customer take printing which wasn't right and which I wouldn't make good, but I forgot entirely about the profit which would come from future orders from pleased customers if I had only rectified the mistakes for which my shop was responsible.

The third mistake lay in my refusal to get out and hustle for printing myself. The shop I was running was only a small proposition, and it would have been the simplest thing in the world for me to have hired a competent girl or boy to look after the place while I was gone. But I declared I wasn't a salesman — forgetting entirely that the first requirement for the manager of a successful print shop is the ability to sell goods — and I wouldn't go out to sell. Instead I employed various persons at various times to do the selling. The majority of these men weren't much account and didn't make many sales, so I was constantly changing my representatives and each new salesman had to start in to make acquaintances. All this worked against the sales people and made it harder for them to sell printing. This gave possible customers the impression that I didn't treat my employees right and that this was the reason for the many changes. Naturally, this sort of thing further hurt business.

The fourth mistake, the worst of all, lay in wasting time and effort trying to find some glittering scheme which would make a barrel of money for me. During all the time I was in business I had my shop working on some sort of specialty or advertising stunt which looked good but which proved to be impractical as a money-maker when I tried it out. As I look back at my career as a printer it seems to me as though I must have had tons of this stuff printed up. When I think of the energy expended in thinking up the schemes and in trying them out, I feel sick all over, because if I had expended a similar amount of energy and enthusiasm in going after regular business my shop would now be going along successfully.

These mistakes drove away business and ran up expenses, and soon I found I was doing business at a loss which grew greater each month. Finally I lost my shop and had to take this job. But I'm still young and I'm coming back. And when I do come back all of these mistakes will be guide-posts to success. I'll never make them a second time and I believe I'm now qualified to escape other mistakes which might be as fatal.

KEYS TO PRINTER PROSPERITY

BY GEORGE W. TUTTLE

A clear conscience — type ditto.

Giving the minimum of ink and the maximum of service.

Keeping our promises — after giving them to the other fellow.

A few artistic ideas that call loudly: "Develop me!"

A price that allows a reasonable margin for unexpected losses, and a fair margin for expected profits.

A full stick o' courtesy.

A smile and pleasant greeting — a human "Welcome" sign, letters five to six feet.

Being prophet enough to figure tomorrow's profit as well as today's.

Refusing to follow suit when Jones, the printer, develops a consuming desire to work for nothing and board himself.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self-addressed envelope.

Printing on Glassine Stock

A Missouri printer desires to know what kind of inks are desirable for printing on glassine stock.

Answer.— As the printing of glassine stock is a specialty line, you should get in touch with your ink dealer on the subject. There are special inks and treatment for this grade of stock, the drying by heat after printing being a feature. We suggest that you look into the matter of mechanical driers, which are devices attached to presses to accelerate the drying of the printed sheet.

Correcting Bruises in a Damaged Electro

A Colorado printer sends several specimen sheets for examination and criticism. He wishes to know what to do where damaged letters appear in an otherwise good electrotype.

Answer.—There are a few weak spots in each of the pages which could have been corrected with patches of tissue. Wherever leader lines occur aim to have every dot show plainly, but not perforate the sheet. It is possible that as the electros are slightly defective, the low spots and broken letters are not the pressman's fault. Send the nicked plate to an engraver, who will drop solder on the damaged places and will then use the graver to cut in the lines.

Printing on Ribbon in Gold

A North Dakota printer submits a badge printed in metal leaf, and asks how to print ribbons in gold, as he is not familiar with this work.

Answer.— Badges of this kind may be printed in two different ways, one of which you could do with your present facilities. Set up the job in suitable type, avoiding light faces. Secure some yellow gold size from your ink dealer, also some fine gold bronze. Ink up the press, put on a hard tympan, and print. Use fairly firm impression, and plenty of the gold size. Apply the gold with a tuft of cotton wool, and when it has dried dust off the excess gold bronze. The other way of doing this work you would be unable to do, as you have not the equipment. This method is to print from brass type in a tip-printer's press, and apply the gold or metal leaf to the ribbon. The sample you sent was done by this method, we believe.

Tint Will Not Take Writing Fluid

A West Virginia printer, a subscriber to THE INLAND PRINTER since 1886, writes: "Please tell me the best method of printing background tints on bank checks, etc., on which it is necessary to write in ink. In most cases I find a check so printed does not take the writing ink well. Is there any way to obviate this trouble?"

Answer.—The trouble is probably due to the use of a tint carrying too much linseed oil. We suggest that you try a transparent tint body which is made from varnish and magnesia tinted with the desired color. Your ink dealer can supply you with a neutral tint body to which you may add the desired coloring matter to secure the tint you wish to produce. If the checks are now printed and will not take the ink, procure some powdered magnesia and rub every check with the powder on a piece of cotton wool, just the same as if you were bronzing the sheets. This will neutralize the effect of the tint and permit the writing fluid to act normally.

Furniture Rises in Form

A pressman asks for several reasons for furniture rising in forms which are apparently locked up correctly. He had to unlock the form frequently and push the furniture down during the run.

Answer.—The rising of furniture may be due to various causes: Sprung chase or form, warped furniture, failure of pressman to clamp the form on the press properly. We believe it is within the capabilities of almost any pressman to discover the cause of such a trouble, as it comes so frequently to his notice.

Printing Envelopes Opened

A Kansas printer asks our opinion regarding the printing of a good grade of envelope, whether it should be done with the flap open or closed.

Answer.— We consider the best way to handle this is to have the flap of the envelope open, as the makeready is then simple, having on high-cut envelopes no cutting out for the extra thickness of stock, and a hard tympan may be used. On manila and other thin and cheap envelopes you may cut out in the tympan one thickness of print paper for each single overlapping part. Many pressmen use thin sheet rubber under the top sheet of tympan. This avoids irregularity in the print where the flaps do not register with the cut-out parts in the tympan. When printing envelopes of a cheap grade it is satisfactory to have the flaps closed.

Difficulty Which a Pressman Can Not Correct

An Oklahoma pressman submits two proofs of a halftone plate and tint block. Both impressions appear equally unsatisfactory to him. He wishes to know whether it is advisable to print the tint first or last, and asks for any other information that may help him in his predicament.

Answer.— We can not see any hope of securing a satisfactorily printed job no matter which way you print it, green first or green last, as it will not look well either way. In the first place the halftone will not print well on that kind of paper with the ordinary makeready. In the next instance, the flat tint should not be used, a Ben Day plate would have been better. Again, the photograph was at fault, as the foliage and grass show too dark, and no matter what ink you use it will look smudgy. If you really want a good job in two colors you should begin with a good photograph, then have a two-color halftone made and have both about 133-line screen and etched extra deep for printing on bond paper. Then you should not have used the shades of brown or green that you did, as they do not work well together. Select another brown and a lighter green and you will get much better results.

Slur on Edge of Form

A New York printer submits an impression of a form and asks suggestions toward correcting the slurring on edge.

Answer.—The letter form where slur occurs suggests that the cylinder should be pulled down to bed bearers more firmly. Remove one, two and then three hangers from tympan, and after each sheet has been pullled out lower the cylinder a trifle on each side. With a heavy form on bed of press and with usual amount of tympan, lacking one sheet, test contact of cylinder and bed bearers by placing a narrow strip of paper on each bearer and allow the cylinder to come to impression position, then draw on strips to ascertain if they are firmly held, as they should be. If they are not held, turn impression screws to lower a trifle so these strips can not be withdrawn. This remedy, together with having the cylinder and bed bearers free from oil, should prevent further slurring.

Lapped Colors on Hard Paper Dried Slowly

A Michigan printer submits several impressions of a design in three colors and gold on linen-finished stock. It appears that the gold form followed the colors, but owing to the slow drying of the lapped parts the bronze adhered to the design in parts where it was not desired.

Answer.— Where colors lap in printing it is well known that the lapped part of a design will remain without drying a comparatively longer period than the parts which do not carry two or more printings. This is due to the fact that the first impression of the ink covers the stock and prevents the ink of the lapped parts being absorbed into the paper. A paste drier would have the effect of hastening the drying on the second printing. Lithographers take advantage of the fact that lapping of colors gives a slowing up in drying, so that where a gold area is to appear in a design of two or more colors, the artist arranges the design so that the second or third color is lapped in such a way that the part of the design which dries slowly may be bronzed one or two days later, after all the other colors have dried.

Printing on Ribbon From a Bolt

Alexander V. Jensen, 1610 Houghton avenue, Saginaw, W. S., Michigan, writes as follows in reply to the question asked by a subscriber of THE INLAND PRINTER concerning printing silk ribbon from a bolt on a platen press: "Several years ago I had considerable work of this kind, and my method was very simple. I cut two slits on each side of the form impression on the drawsheet just the proper length to admit the ribbon and the proper height to bring the impression in correct position. I then threaded the ribbon through these slits, and was ready for the run. After each impression I drew out the ribbon the desired length to the left and let the printed end down in a waste basket, where it was left undisturbed until dry enough to roll up or cut into pieces. The unprinted roll was placed in a similar receptacle on the right side, where it freely unrolled as needed. The reason two slits were cut on each side of the drawsheet was to bring the ribbon out on the surface again so as to manipulate it more easily. If the run is long and the slits wear down, a guide pin can be placed at the lower edge. Care should be taken to prevent the ribbon dragging on the press and getting soiled."

Orville Hough, Ogden, Iowa, writes: "I notice there is an inquiry from a printer who wishes to know how to print ribbon from the bolt on a platen press. There is a simple method which I have used for years and with which I have been able to develop considerable speed in making a run of ribbon badges. The job is locked so that the ribbon may be pulled across the platen from below, and a rule is locked in the form below the job, allowing the same amount of space you will have on the finished job between the lettering and the end of the ribbon. This is for a feed gage. Next after taking a proof of the job on the top sheet, cut two slits above the job and two below, the slits to be about one-half inch apart and long enough to allow the ribbon to pass through freely. Next take a piece of print paper and fold it to form a tube about one inch wider than the ribbon and long enough to reach from the lower edge of the platen to within about six inches of the floor. Get a small box, just a trifle larger than the bolt of ribbon, and place it on the floor directly below the center of the lower edge of the platen. Then run the ribbon through the tube and attach the upper end of tube to the lower edge of tympan with pins, in a direct line with the slits cut previously, the bolt of ribbon being placed in the box so that it will unroll toward the front. The ribbon is then run through the slits. When the first impression is taken draw the ribbon forward until the proper length is obtained, then place a pencil mark opposite the rule impression. All that is then necessary is to draw the ribbon forward until the rule and mark are in line and allow another impression. When the end of the bolt is reached, pin end of ribbon of next bolt and continue the run."

LETTERHEADS BUILD SALES FOR FARMERS

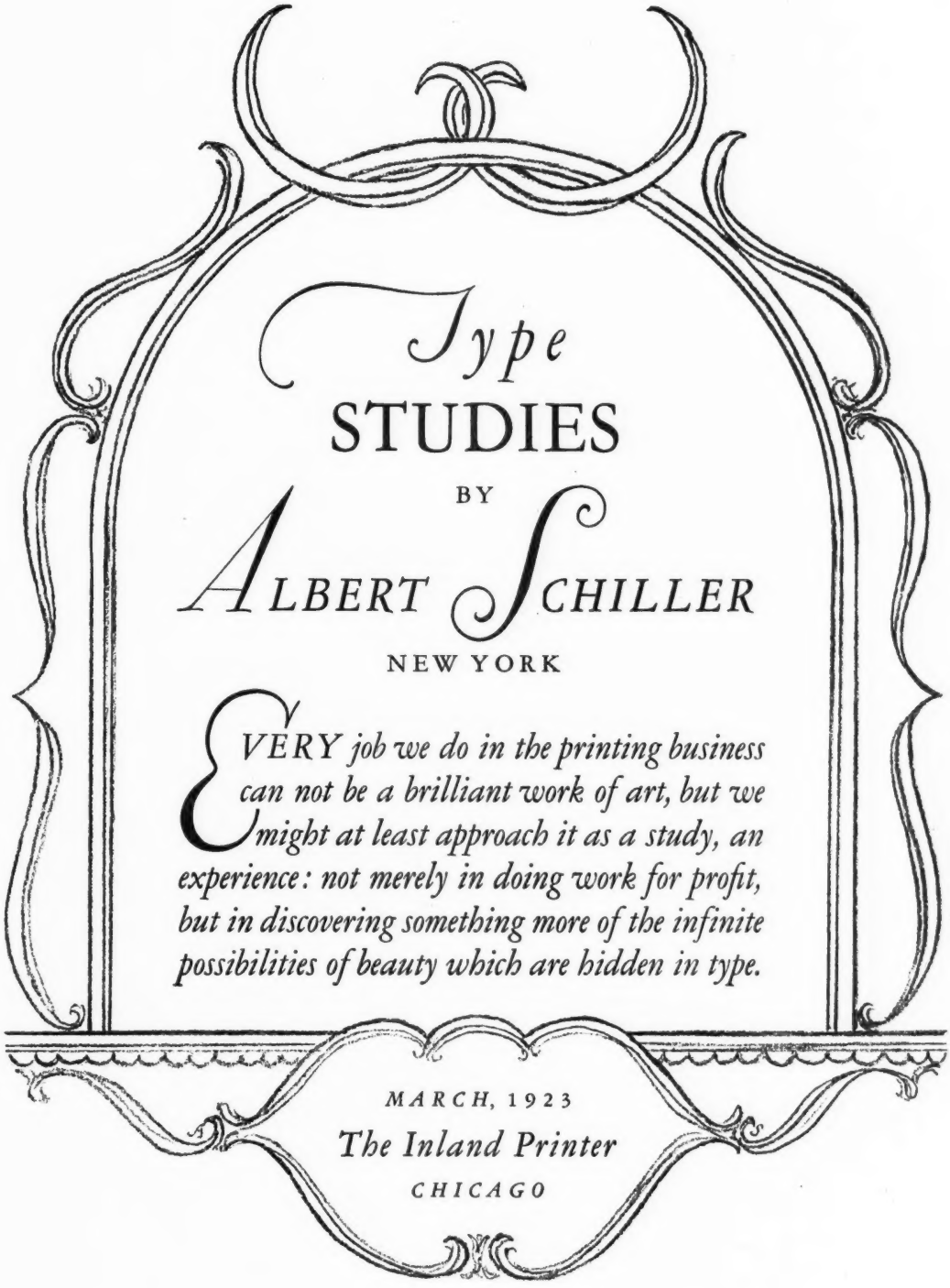
"Ten per cent of the farmers in Wisconsin are now using printed letterheads, whereas ten years ago there was hardly a farmer in the State who had an attractive letterhead," said W. A. Sumner, professor of agricultural journalism, University of Wisconsin, in an address before the Wisconsin Press Association. "Since the agricultural industry of Wisconsin represents a capitalization of three billion dollars, and is in fact a corporation made up of 190,000 companies capitalized at approximately $14,143 each, it follows that the letterheads and other printed matter used by the farmers should be neat, dignified and attractive.

"One criticism frequently made when farmers are urged to have a letterhead is this: 'We had a letterhead but it didn't look very good and we were ashamed to use it.' This criticism is in part justified, as an inspection of many letterheads in Wisconsin will show. They are printed upon poor paper, from one to five different faces of type are used in securing the display; halftones are used where line drawings would print better; illustrations of all kinds are used which were better unused.

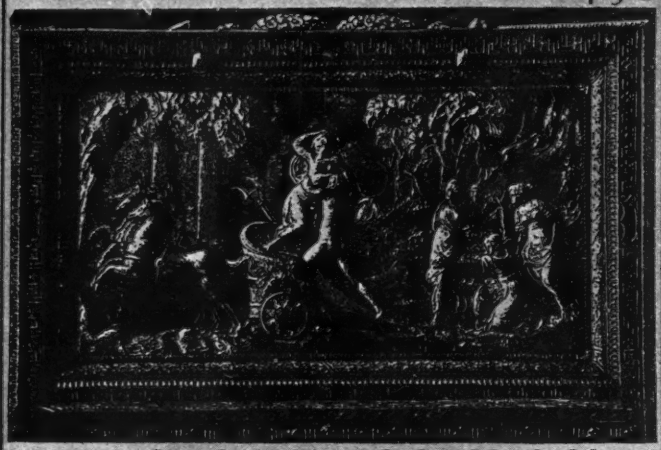
"Form letters are going to be in demand in an increasing number on Wisconsin farms each year. As the farmer realizes that he can develop a market for his food products among the consumers he will use direct-mail methods. An increasing number of stockmen and growers of grains realize the opportunity which exists in direct selling, and they, too, will need effective form letters. The printer in a position to write effective sales letters and print them attractively stands in a favorable situation to his community. He can help to build up a more profitable business for the farmer who markets on an individual basis.

"Many farmers have a need for sales lists or modest farm booklets and leaflets, as well as for an effective live-stock sales catalogue. While this business at present is found only among the larger and more successful breeders, it can be gradually developed among thousands of other farmers.

"The greatest drawback of the building of a direct-mail type of booklet or leaflet is the feeling on the part of the farmer that the cost is prohibitive. He feels the cost is prohibitive because he knows the expense of getting out a large and expensive sales catalogue. He has frequently been asked to print a sixteen-page farm leaflet, when a four or eight page leaflet might do just as well. It is not always desirable to advertise in the most expensive way. The printer who encourages this effective and inexpensive direct-sales literature stands in a place where he can render an invaluable service."

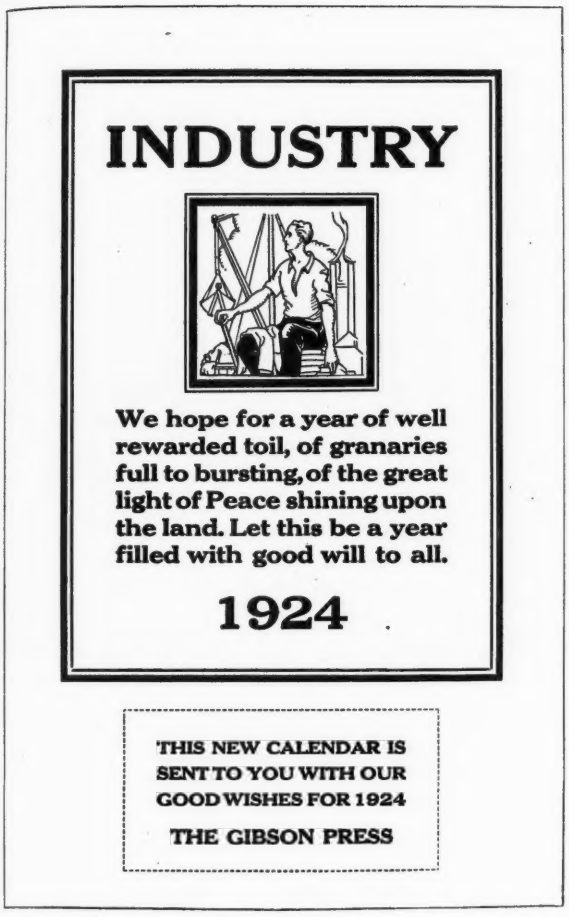

Type
STUDIES
BY
ALBERT SCHILLER
NEW YORK
EVERY job we do in the printing business can not be a brilliant work of art, but we might at least approach it as a study, an experience: not merely in doing work for profit, but in discovering something more of the infinite possibilities of beauty which are hidden in type.
MARCH, 1923
The Inland Printer
CHICAGO

AN EXTRACT FROM CAXTON'S PREFACE TO HIS "MORTE D' ARTHUR" PUBLISHED IN 1485



AFTER that I had accomplished and finished divers histories, as well of contemplation as of other historical and worldly acts of great conquerors and princes, & also of certain books of ensamples and doctrine, many noble and divers gentlemen of this realm of England, came & demanded me many and ofttimes why that I did NOT cause to be imprinted the noble history of the Sancgreal, and of the most renowned Christian king, first and chief of the three best Christian and worthy, KING Arthur, which ought most to be remembered among us Englishmen, before all other Christian kings; for it is notoriously known through THE universal world, that there be nine worthy and the best that ever were, that is, to wit, THREE Paynims, they were before the Incarnation of Christ, which were named, the first, Hector of TROY, of whom the history is common, BOTH in ballad and in prose; the second, Alexander the Great; and the third, Julius Caesar, Emperor of Rome, of which the histories be well known and had. As for the three JEWS, which also were before the Incarnation of our Lord, of whom

My idea of an ideal type specimen in which type, border, and illustration together form a complete and satisfying effect. It escapes the limitations necessarily imposed by the makers of type on their own specimens. In this instance, it shows how Goudy Modern looks when actually in use. In the original the type-mass is blacker than here.





This is essentially a selling advertisement. Fit your copy to these masses as nearly as possible. The experiment will prove interesting.

I II

I: *Cheltenham Bold Extended given dignity and force through simple handling.*
II: *Certainly an advertisement, yet fresh and interesting typographically.*

THE TYPE SPECIMEN*

THE type specimen page was originally intended to show the type-face and nothing else. But today we can go a little further in presenting a new type or even an old one by using that face in an interesting and instructive way. Nowhere else are new ideas in arrangement so valuable as in the preparation of type specimens; indeed, an old type-face can be placed in a new light, given a new significance, by a fresh and sprightly arrangement on the specimen page.

The type specimen is at once a fixed, and yet a flexible, form of typographic expression. It is fixed, in that it should do no more than exhibit the type while adhering to accepted standards of design; and flexible in the sense that there are a multitude of correct ways in which to set a piece of specimen copy.

For me, this form of typographic endeavor has a fascination that is hard to resist. One's personal type feelings or preferences are bound to crop out, and, I believe, should be encouraged instead of subdued. A type specimen page that is produced in a cold, impersonal way will look flat, hard, cold, and impersonal. Too many specimen pages are made to conform to the factory policy or some such arbitrary dictum, and the result is a limitation in good appearance. Though this is unavoidable, it is too bad. Official type-founders' specimens ought to be as simple and easily put together as possible, or else they will only be misleading to the numerous printers who depend upon them for type styles.

Another interesting feature of specimen work lies in the vast possibilities of the copy. Type specimens, in copy and style, might well tend to become an elevating influence, an inspiring and refining force in the otherwise grimy business of printing. A. S.

**This note is the result of a few months' study on my part of the making of type specimen pages at the American Type Founders Company*

$2.50
Sarellah
A NEW BOOK
BY G. STURM

BREAD
is the only staple article of food that all nations of the world accept as essential. Although it takes numerous forms, it is in the best sense the universal "Staff of Life"
BREAD TALKS NUMBER THREE
EAT MORE BREAD

Furnaces

The installation of a furnace in a modern home is a matter of vital concern. James Martin is a well trained heating engineer whose furnaces are built to give full and lasting value. A good furnace can increase the worth of your home

ESTIMATES ALWAYS CHEERFULLY GIVEN AND PLANS SUBMITTED FOR EXTENSIVE OPERATIONS

James Martin
TRENTON

III

8750 Years Ahead of
Civilization
READ THIS BOOK

Secret OF LIFE HIDDEN IN SEED

HEADLINES reflect the spirit of the age better than anything else. They are usually a source of interesting and exciting information, whether one seeks the newspaper story or the advertising section. We treat here a number of heads set up in GoudyBold and *Goudy Bold Italic*

Good ATTAINED FROM Crusade

Spun Gold
Latest Fad in Wigs for Stage Folk

RADIO
Amazes Hearers at First Trial in
Quincy

SPEND
Millions of Dollars
for Health and Fresh Air

IV

III: *John Hancock in the good company of appropriate rules and ornament.*
IV: *A full and meaty page that shows the type in many sprightly combinations.*



ANNOUNCEMENT

The Temple of the Fathers of Faith announces a great revival meeting for January fifteenth, at which the Rev. Dr. Stephen Light will preach

EVERYONE WELCOME

YOUTH is the golden season of foolishness for which the wise would barter all their wisdom, the rich all their wealth, and call it a bargain, knowing the value of youth

VII

A circular ornament used in a square border with good effect; and below it, a particularly harmonious panel in Bodoni italic.

THIS IS TO ANNOUNCE

THAT we have made a series of decorative illustrations which you will recognize as just what you have wanted to help dress up jobs. They are clever and striking pen drawings; and each may be used in a great many ways. They give a page a fresh note of interest, and create a suggestion of quality when used in conjunction with most types shown in this book. How do you like the one shown here?



AMERICAN TYPE FOUNDERS COMPANY

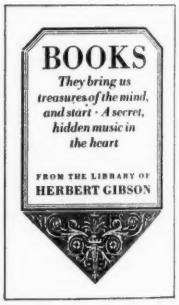
VIII

A simple yet effective page in Bodoni with a daring separation of the headline from the text though both are connected in sense.



MY BOOKS ARE MY SILENT AND LOYAL COMPANIONS

EX LIBRIS



Design

Without design, man's civilization would be an abstracted chaos of disorder. Even prolific nature everlastingly builds curve upon curve as though subject to the same unfathomable law that causes us to admire most works of art



IX

Initial ornament and tail piece used as the main features of bookplates. The bottom design springs naturally from the ornament.

Hear this clarion!

NASBY'S
Clothing House



This Saturday

we will place on sale 500 Irish homespun business suits priced at the reasonably low figure of $47. This timely announcement is a clarion call to men who know Nasby values and Nasby workmanship. The sale will be limited to Saturday from 10 A.M. until 6 P.M., and to those who have not yet made our acquaintance this occasion will afford a fine opportunity to do so—with everything in the purchaser's favor.

MAIN FLOOR

This page is set in members of the Bodoni Family
It has a pleasing freedom and invites reading

V

Words

can conquer the minds of men as swords once conquered their bodies. If you carry a message of good for humanity in your heart, print it with type, clearly, boldly and strikingly, so that it may reach the ends of earth, making people believe!

WE ANNOUNCE

the purchase of the entire business of the Redwood Timber Company and that now we can offer builders an unlimited variety of seasoned woods at exceptional prices

BINS' LUMBER YARD
IRVINGTON, VERMONT

VI

V: *A striking typefounders' layout made possible by casting the drawing in type metal.*
VI: *A hard-to-read type made legible by interlining, and enhanced by a suitable border.*

The Heralds of Peace



LISTEN to their joyous trumpets sounding forth across the world! The tidings flash along a thousand wires, bringing hope to the famished hearts of men.

VANITY BAZAAR

The Fashion Mirror Review announces a new department for the edification of its host of subscribers. More details soon.

PRINTING

is the golden key to civilization and the magic sceptre that has overthrown the powers of darkness and superstition

X

Another Bodoni page in which the illustration, the border, and the ornament each have a satisfactory use.

A PAGE of Cheltenham Bold, spaced and leaded properly, and in general simply handled, is as good-looking and forceful a carrier of advertising messages as anyone could wish for. The characters have a sturdy gracefulness that is very appealing and readily form words of clear-cut legibility. Printing craftsmen, with a minimum of effort, can obtain most distinctive and satisfactory effects with this striking and serviceable type face. Cheltenham Bold imparts color and strength—the two desirable qualities that invariably secure a reader's attention, and hold it.

XI

The unsuspected quality of beauty imparted to a page of Cheltenham Bold. The reduction is too great, unfortunately, to do it justice.

About LARGE TYPE

Handle large type *simply* to secure the most effectiveness. Big space is not needed for a short message; get the most out of small space. Let the type itself impress the reader with a sense of bigness and truth.

A PLAY
By JAMES ARDEN

Kidnapping Helen will be played next Thursday and Friday for subscribers only with a large cast including:
MILDRED LAWLOR
ROY RICHARDS
FIAN LA BELL
JOCK ANDERSON

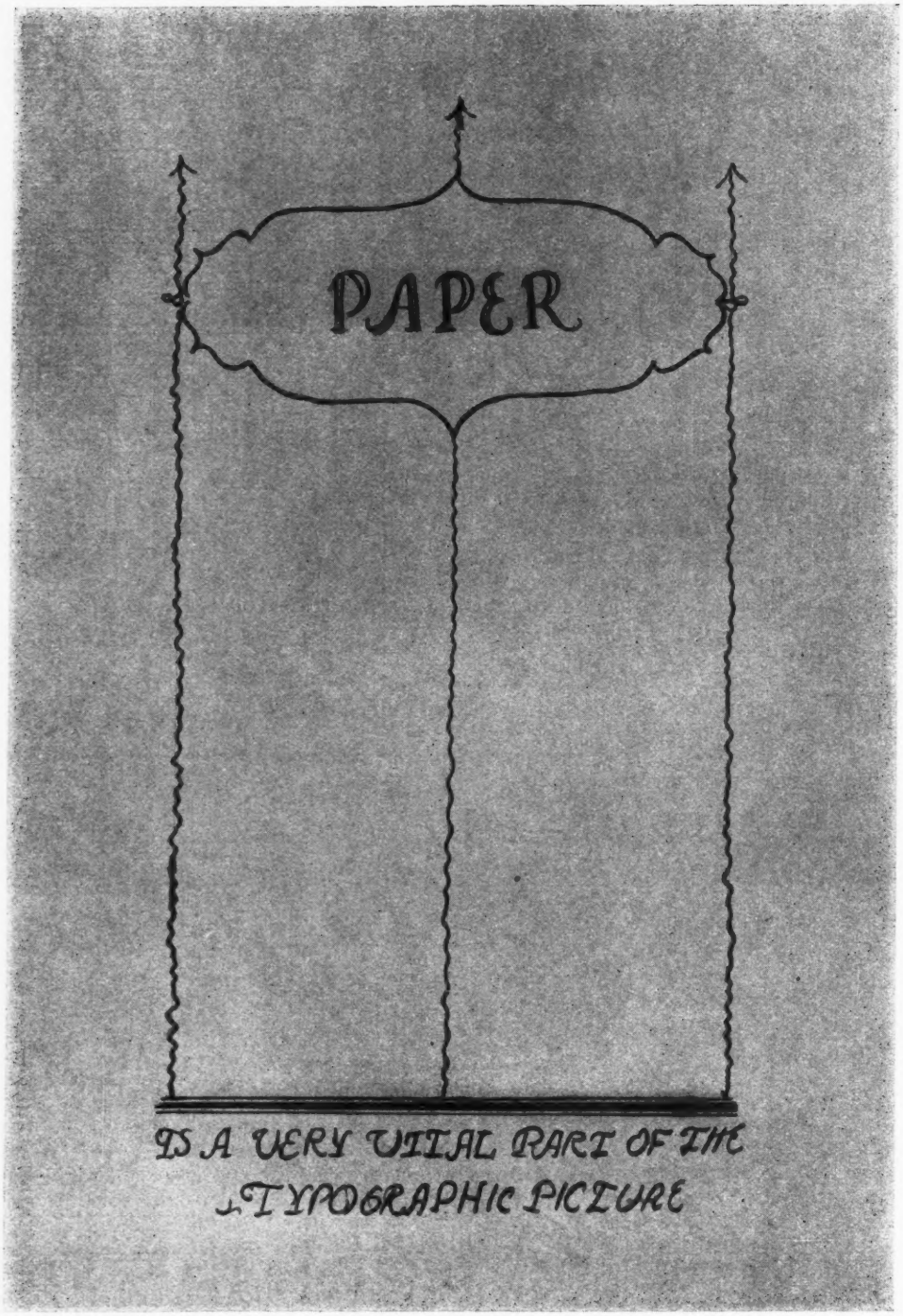
Later dates to be announced by the
THEATRE CLUB

Engagement Time
IS ALWAYS A VERY WELCOME TIME IN THIS NEW MODERN STORE. BEAUTIFUL DESIGNS TO ORDER

JOHN D. KORIN
DOLPHIN STREET
ROME, NEW YORK

XII

Three panels in Cheltenham which happily illustrate three possible positions for a piece of ornament, each in good taste.



(A pencil sketch)

Type and rules or other decorative material may be so arranged as to give the paper a very conspicuous part in the design.

Who has the right to marry?

What kind of a woman should a man choose?
How many are "mother women"– how many are "love women"?

AN ASTONISHING SERIES OF TEN ARTICLES BY

ELINOR GLYN

The world's greatest writer on modern marriage and love, author of the sensational novel "THREE WEEKS"

The author's name makes an instant appeal to newspaper readers



Elinor Glyn

Here are a few things Elinor Glyn says

in these articles about love and marriage

PERFECT love is an ecstasy, the one taste of heaven upon this earth, and therefore it is seldom permitted to be enjoyed for very long, or we should be satisfied and care for nothing beyond. Perfect love between the sexes is the mating of the spirit, not only of the body and mind; it is a trinity in which the passionate fusion is equal upon the whole three planes.

***

The "mother-women" will always continue to be mother-worrien, just as cows will be cows and not any other species of animal — and the "lover-women" will still continue to be the joy and delight of men. Love nowadays, with women, is not the absorbing passion, composed mostly of sentiment and idealism, which it used to be. A growing proportion of them are taking it more from a male point of view, as an ephemeral evolution, which comes and goes, according to the physical attraction of the man calling it forth.

A wife must remember that it lies with her own power to charm and hold as to whether her husband can remain faithful in the spirit to her, even though fear, or principle, or convention would keep him faithful in the body.

***

Women so often forget that man's real interest is not woman. She is the accessory, the pleasure — the "thing apart" — but not the sole goal of all his desires — and that a really great mind in a man only thinks of women in his moments of leisure and recreation.

***

Vanity is the stumbling block of all business success — so why not use your judgment to analyze it, — and then your common sense to cut it out of your "make up"?

***

Some countries find the exposure of one part of the body indecent, others see nothing in it. It all lies in the symbolism attached. A beautiful, perfectly nude human form is a chaste spectacle— but put a diamond garter upon even the Venus de Medici, could she live in the flesh, and you will turn her into something which does not suggest a goddess at all.

***

The ugliest of all human passions, and the one which makes the greatest misery in the world, is jealousy. It is the outcome of egotism, the twin sister of Vanity, and its brood are all the sorrows of the human race. Men and women are jealous when another approaches the one they love—their natural egotism is wounded by the inference that this other has not realized their own worth and dares to dispute their sway.

***

Man's part in the affair (marriage) is much harder, because his polygamous instinct is Nature's prompting, and acts, therefore, subconsciously, and continuously,—and woman's instinct for polyandry is only intermittent and the result of circumstance, not a continuous nature suggestion.

THE TITLES OF THESE FEATURE ARTICLES ARE:

Perfect Love; Marriage; Jealousy; Vanity; Are Women Changing? How I Would Educate a Husband; How I Would Educate a Wife; How I Would Bring up a Boy; How I Would Bring up a Girl; Clothes—with and without; Snobs.

Make your reservations for the new Elinor Glyn series now!

KING FEATURES SYNDICATE INC. *New York City*

A decorative broadside especially interesting because the border is composed mainly of linotype material. The bold display lines at the top and bottom maintain the advertising feeling and do not conflict with the more delicate part of the composition.

FLEISCHER

What His Signature Means to YOUR Editorial Page



DR. CHARLES FLEISCHER
whose editorials make readers THINK

IN the brilliant editorial articles by Dr. Charles Fleischer now appearing in the Hearst newspapers, there is offered you the element so often missing from American newspapers—a feature of direct appeal to the millions of readers whose newspaper is their only inspiration, and who look to it to give them guidance and consolation in the great human problems of life.

Dr. Charles Fleischer is unique in American journalism—a writer who for twenty years delivered his message from a pulpit which he had made one of the most famous in the country before he was invited to the larger duty of editorship because of the tremendous influence for good he had grown to wield.

He is the creator of that extraordinary movement in Boston, the Sunday Commons. He has the supreme gift of touching the hearts and clarifying the understanding of men and women in sincere, simple words. His writings possess in an extraordinary degree that quality of broad humanity which is a guarantee of universal appeal.

It is because he is a profound scholar, a deep thinker, and an uncompromising champion of right and justice, that he is able to instill into his writings the quality which carries them so convincingly to the millions who read them devotedly. Thousands of letters, coming to him every day, testify to the thrill of response which is evoked by his extraordinary articles.

DR. FLEISCHER WRITES SIX ARTICLES A WEEK

Each one is a clear-sighted, illuminating discussion of some one of the great elemental truths of life. Read samples on the other side of this announcement. His is the kind of feature which is certain to appeal to the class of readers who look for something bigger and better in a newspaper than a straight chronicle of the world's events and agreeable entertainment.

Get Fleischer for YOUR Editorial Page Now

WIRE FOR PRICE

KING FEATURES SYNDICATE, INC.
M. KOENIGSBERG, Pres.
241 WEST 58th STREET, NEW YORK CITY

A strong, dependable broadside, like a frank, open gesture of truth. It has a rich and interesting massiveness, and is not hard to digest because the whole thing breaks up into restful units or eyefuls that make reading easy. Undoubtedly a selling advertisement.

DIRECT ADVERTISING

BY ROBERT E. RAMSAY

Author "Effective House-Organs," and "Effective Direct Advertising."

This department takes up the subject of effective direct advertising for printers, both in connection with the sale of their product, and in planning direct advertising for their clients. It is not a "review" of specimens, nor does it treat of direct advertising from that standpoint. Printers are urged to send in specimens of direct advertising prepared for themselves or their clients, in order that they may be used to demonstrate principles.

Copyright, 1923, by The Inland Printer Company. All rights reserved.

Planning Direct Advertising to Sell Goods to Dealers

Merchandising today is somewhat of a Gordian knot awaiting the blow of a keen-edged Alexandrian sword to release it from itself. For one thing, the middleman is on the grid, last month we saw that the retailers were under fire, and we have carefully kept away from the pet sore of the business world — the "private brand." As you know, this is a brand made for some wholesaler, broker or other distributor under some special trade-mark and sold in competition with the well advertised brands. The better some one brand is advertised — creating sales possibilities — the more likelihood of a flock of "private brands" tagging along.

Perhaps this is a pessimistic thought with which to begin one article in a series the purpose of which is to point the way to more and better direct advertising for the benefit of the producers thereof — the printing industry. The fact remains we must give these pessimistic thoughts as a background to point out the necessity of *dealers* in almost every line of sales endeavor. With the heavy increases in hotel expenses, as well as in transportation costs and other items which go under "salesmen's expenses," there has been quite an increase in the use of direct advertising for the purpose of securing new dealers.

In other words, what we discuss in this issue has reference to *how to sell dealers by direct advertising*. We shall completely ignore the source of the goods to be sold. They may be nationally advertised goods or the purest of private brands. They may be manufactured, assembled, shipped direct by factories, or produced in some magical way we know not. In this study our problem is *to discuss ways and means of making dealers take more goods from those who would sell them.*

In our December number we talked of some typical campaigns for manufacturers, and indirectly touched upon some of the general points which we must now discuss more at length. January we talked of campaigns for wholesalers, but more especially from the standpoint of salesmen calling, following any mailings. In February we showed how certain manufacturers — or wholesalers or converters for that matter — sometimes utilized direct advertising to help the retailer (dealer) to sell more goods. We shall now try to apply the principles so that a similar solution may be worked out for the business man in almost any line who sells his product through the medium of dealers.

A Chicago concern recently secured 6,815 new dealers in ninety days, through a combination of the methods sketched in the preceding paragraphs — that is, direct advertising direct



A Dandy Chifforobe for $21.00

You most certainly don't want to pass this by, for it's a sure winner.

Made by the same people and up to the same high standards as those good Midland Davenette Suites.

Look it over note the size and staunch construction. Nothing shoddy about this chifforobe and nothing cheap but the price. It's a quick seller and a profit maker. This will put you in position to get the chifforobe business of your community. The letters of praise we have received coupled with the opinion that it surpasses any on the market induces us to advertise and urge your trial order. Must be seen to be fully appreciated.

MIDLAND FURNITURE CO.
EVANSVILLE, INDIANA

Midland Chifforobe No. 1 at $21.00

PLAIN OAK

Supplied in Golden oak, Golden oak waxed or fumed oak finish. Furnished also, if desired, in Walnut or Mahogany finish without any raise in price. Best cabinet construction. Compare these features with the usual low priced chifforobes that you are offered. Band sawn mirror frame moulding on top, blocks on legs, braced not to wabble. Nickel plated hangers in closet.

Height over Mirror . . . 68 inches
Width . . . 41 inches
Inside closet 18¾ x 18 x 49¾ inches

Price as pictured with plain mirror, 14x20, $21.00

If beveled mirror wanted above drawers . . . $21.75
If plain mirror 12 x 44 is wanted in closet door . . . 27.00
If beveled mirror 12 x 44 is wanted in closet door . . . 29.75

Terms f. o. b. Evansville, Indiana. 2% off 30 days or 60 days net. Car lots 10% off 30 days. Weight crated approximately 180 lbs.

If your trade requires a wider chifforobe we can furnish Chifforobe No. 2 which is 45 inches wide and all the additional width placed in the closet at $2.00 additional.

Advertising cuts for newspaper furnished free, if desired.

YES

ORDER A SAMPLE

It will mean big results on a small investment

TEAR OFF, FILL OUT AND MAIL THIS CARD TODAY

_____ 1922

MIDLAND FURNITURE CO.
EVANSVILLE, IND.

Gentlemen:
Please ship to us

Quantity		Finish	Mirror	Price
_____	No. 1 Chifforobe	_____	_____	$ _____
_____	No. 2 Chifforobe	_____	_____	$ _____

Name _____

Address _____

City and State _____

Be sure to specify finish wanted, also insert price so we will know which mirrors you want.

FIG. 1.— A simple two-color, three-fold mailing card which proved profitable in selling goods to dealers. Compare this simplicity with the ornate appeals sometimes sent out and you will understand why the latter frequently fail, for dealers are busy men.

to dealers, followed and supplemented by direct advertising going to the consumers for the benefit of the dealers.

The basic idea underlying sales to dealers is "How much will he get out of it?" As we said in the December number: "Why does the dealer buy? To sell again, *and at a profit.* There you have the word *profit.* That is the keynote of the appeal to dealers, and the best way of getting orders."

Naturally, however, with so many manufacturers, wholesalers, converters, brokers, factories, and others harping on the word profit, it requires no little ability to prepare direct advertising which will stand out, be effective, and yet not too expensive. A word of warning right here: A piece that looks too expensive may repel dealers rather than sell them. It suggests that the advertiser has too large a margin of profit, as was the case with the bulb grower whose campaign of direct advertising in several colors failed miserably. Another year the same copy, utilizing only the black plates of the job, was highly successful even though the two years were quite comparable. Why? One suggested cheapness, the other expense. One drew attention and got orders on cheapness, the other drove orders away.

Frequently a campaign to sell dealers is only a one-piece campaign. By that I mean it is a unit which goes out to accomplish one aim — sell one item, or one line, or one combination, and no more. Other units throughout the year do the same thing for other items, lines and products. This is especially so on staples. A longer educational campaign is desirable on a line of novelties, as for example, selling bird cages to retail furniture dealers (see this department in THE INLAND PRINTER for December, 1922). Even on staples, as was the case with the Chicago concern mentioned in an earlier paragraph of this article, if there is a long story and an *educational* one to be told, more than one unit in the campaign will be the rule. In that campaign there was a series of three broadsides: The first approached the dealer to ask advice, the headline being "Will you help us answer this important question?" The question was, "Shall we advertise in the big magazines or spend the money with you?" Under the latter plan the money was to be invested in direct advertising pieces furnished the dealers. The second piece in the series talked of a "Profitable Partnership." This one covered the old familiar ground of *profits* in as new a way as possible under the circumstances. The third piece brought in the outside viewpoint, showing a letter from a dealer's customer to the advertiser, taking up in that letter the advantages of the average dealer handling the product.



FIG. 2.—The first inside display folds of a miniature broadside sent out to sell ranges to dealers. In this case the unit was more to precede salesmen and serve as a demonstrator, hence the details of the copy.

Let's take an example: Suppose a furniture manufacturer needed some new dealers, also orders to keep the plant running. What would you advise him to do? Instead of theorizing about it, let's answer the hypothetical question with *facts.* First, of course, is the merchandising idea to be utilized. Will you try to sell the complete line? Or some special suite? Or a combination order? Or just some one item? In this case the last named plan was decided upon. The manufacturer chose a chifforobe as the leader. It was a comparatively new piece, dealers would hardly be loaded up on it, and it had the additional advantage of being a piece that could be added to suites already on hand with the dealer.

Fig. 1 represents the inside of a simple three-fold mailing card, with the return card as a part thereof, utilized to accomplish the purposes just set forth. The outside, used solely to "tease" the dealer within, had a cartoon of a man hurrying through an open door to embrace a demure miss labeled "Opportunity," and the headline read "Grasp Your Opportunity." The back fold reproduced three testimonials from furniture dealers as to this chifforobe. Note this, however, the dates were shown in the setup of the letters — they were merely type, no plates — and the dealers were scattered geographically, one from Massachusetts, one from Pennsylvania, the third from Ohio. Read Fig. 1 carefully, for it shows the strategy used to get orders in this campaign of one piece. Note that the word profit is not displayed at all in this case. The price told the dealer how much profit he could make. In the second and third lines of the lead to the main copy we find: "It's a quick seller and a profit maker."

"But was this simple two-color job successful?" some one asks. The only color was the tint block used behind the headline and the word "Yes," the line "Midland Chifforobe No. 1 at $21," and the borders. Let the results tell the story. The folded mailing card was sent to two thousand retail furniture dealers, in a selected territory. *It brought back three per cent orders — that is, sixty orders — of which more than one-third were accounts which had not previously been on the advertiser's books.*

Imagine the time and expense it would have taken for salesmen to have called on two thousand dealers. Granted their orders would have probably been more — no one denies personal salesmen can sell more intensively than impersonal ones — the results of this simple campaign for dealers were highly

profitable. This unit was successful because it was built on the principles we have set forth, and because it maintained simplicity and "stuck to its knitting."

"But would not regular mailings pay better?" some one asks next. For other purposes, to be sure. As, for instance, the Washington Mills, Incorporated, of New York city. This concern is a wholesale one whose business is to furnish special bargain offers *regularly* to dealers. They mail forty thousand copies of a sixteen-page bulletin type of direct advertising each month. "We frequently make special purchases of goods that Line Is Enclosed in This Folder." Coming to the first broadside fold we read: "The Most Important Summer in Fifteen Years." Under this we read:

That this is the most important summer in fifteen years is the opinion of many of America's leading business men. Business generally is on the up trend. Prospects for fall and winter are extremely encouraging. Get your full share of this returning prosperity.

Increase Your Fall Business by Getting Ready Now.

During the recent slump, business men in all lines held their expenditures down to the minimum. They have put off buying



FIG. 3.—The final inside broadside appeal of the unit, the first inside fold of which appears in Fig. 2. Better typography for the top part would have greatly improved this piece. One smashing headline across the entire top, and decreasing the size of the slogan, "There Is an Advance Enamel," would have permitted this. Too much space was wasted with "Advance Enamel Coal and Combination Ranges."

have an exceptional seasonable or price appeal," states Saul Jay Levin, advertising manager of the company, almost as if in answer to the question before us, adding: "Then we get out a special mailing piece."

Timeliness is an important element in selling to dealers. The finest of Christmas merchandise offered the last week in December will not be bought at any price, comparatively speaking, for it will not sell, surely not until the next Christmas. There is before us at the moment an example of timeliness in a campaign of six thousand pieces to a list of furniture and stationery stores known to sell office furniture, especially desks. Here we have an example of the use of direct advertising as compared with trade publications. By salesmen's calls, and other investigations, this firm of manufacturers knew definitely that the six thousand names on their list actually sold office desks, and so every mailing was to a potential prospect. It was mailed out a little more than a year ago, and is of broadside form. The outside appeal was, "Six Sure Sellers." This, you observe, is another attempt to bring up *profit* in an indirect way.

Opening the broadside, folded in the usual way, we find on the small flap: "Note That Revised Price List on Our Entire —have made the old things do. Now that business is picking up, they are putting on additional help, both in their offices and in their sales departments. That is sure to create a demand for new desks. Be ready to supply your customers' needs. Have the desk right on your floor for them to see and to buy without delay.

More heavily displayed under this general argument we read:

Pictured on the following pages are six sure sellers. Two of them are new patterns in mahogany — beauties. The other four are old patterns of proved popularity. All six are right in construction and finish and are priced in a way to enable you to meet competition and still make a nice margin of profit. Place your order today and be ready.

Opening up to the final broadside we find attractively displayed, well spaced and rightly laid out, the six desks, with complete details under each illustration, general selling talk, terms, etc., and enclosed within the fold was a regular order blank.

"Created a decided improvement in business just when the recent business depression was at its worst," is the comment of the printer-producer in submitting the broadside and details for this series. Check up its appeal with the mailing card, and with the principles set forth herein and in preceding articles.

Profit is the underlying thought again. Timeliness is used. Facts are admitted — as to business depression — no use trying to fool the dealer, he knows. The simple appeal is utilized, two colors only, order blanks in one color only — why more? No fanfare of trumpets as to the profits in dollars and cents or in percentages, because the profits in this line are fixed by custom and practice, and the line is a staple one. If it were a quick-moving line, one which could be turned over in a short period and frequently, percentages and gross profits could be displayed as in the bird-cage campaign described in our December issue. The reader will recall that we took up the case of a manufacturer who sells directly to dealers. The analysis of the campaign was presented with illustrations of several pieces of direct advertising used by a manufacturer of bird cages to induce furniture dealers to handle his product — a new line for furniture stores.

The preceding all sought orders without salesmen, and yet we admitted in an earlier paragraph that salesmen could outsell the average campaign in the long run — sometimes at an increased cost, to be sure.

Now let us turn to a campaign which hinges directly upon salesmen's efforts, but which yet is to sell the dealer. This campaign is also of a single unit. It comes to us from Keller-Crescent Company, Evansville, Indiana, and was produced by them for the Advance Stove Works of that city. The outside is an example of using a "product-cover," with a bit of piquant cleverness. We see a range, reproduced in blue and white, with this curiosity-arousing headline: "Advance in 1922." Since the name and brand of the company is Advance, the cleverness is relevant. The piece is a miniature broadside, and to our way of thinking it could have been a wee bit improved by making its fold more logical. Under a displayed heading, "You, Mr. Dealer," the back fold contains the following paragraph:

> Will see the business-building possibilities that lie in the increasing popularity of enamel ranges. Undoubtedly the enamel range is the range of the future. "Get right" now with the right line of enamel ranges. As the Studebaker people said of their car last year, so we say of our ranges now—"This is Advance Enamel year." Open this folder, you'll find convincing reasons why.

The other outside fold shows a chart, in two colors, emphasizing lower prices, and quoting from Babson and others.

Fig. 2 shows the first inside opened fold. Three colors were used in the original — blue, orange-red and black. Note especially the line displayed in color: "Easy to Sell and Yields Better Profits."

Fig. 3 shows the opened broadside. [Constructively criticizing, we think the main head could have been displayed without having the important word "enamel" broken by the fold.] Note at the beginning of the third paragraph we find: "The real aim of this circular is to demonstrate that whatever your enamel range needs and those of your trade, there is a particular Advance enamel range to fill that need. . . ." In other words, though *profit* is talked of in the first spread, and appears in the second paragraph of the broadside when opened, and is the underlying thought, this mailing was to help pave the way for the salesman. Some five thousand of them were mailed to dealers in ranges in salesmen's territories. The mailings were so timed as to arrive approximately ten days prior to the salesman's scheduled call.

A return card was enclosed with each broadside, which card was designed *not* to get an order in this case, but to secure a request for more information. The salesman calling a few days later, according to a schedule, seemed to be calling in response to the request for additional information. The producers of this broadside write us: "Advertiser says produced fifty per cent better results than any plan previously used."

Sales to dealers are often increased by contests and campaigns for the benefit of their sales force; interest in any firm or product may be kept alive between times by such a publication as a house-organ, company magazine, etc., but to sell goods to dealers you will find that the following physical classifications stand out:

Letters — especially novel and printed ones.
Mailing cards.
Broadsides — all sizes.
Folders, used to designate intricately die-cut or folding units.

Whatever the physical form, the message must make it clear to the dealer that what is offered for sale will in turn sell, sell promptly (with all the circumstances in mind) and at a profit. Fads come and go — because dealers have something to sell. Dealers have that something to sell because some manufacturer, wholesaler or other producer or factor has found something which they want to sell. Producers of direct advertising, "Go thou and do likewise." Thus, and thus only, will the stream of production be kept flowing.

Yet in closing, let it be added that wise manufacturers know that goods sold only to the dealer are, as a rule, only half sold.

A PRINTER'S PROVERB

"A Tactless Printer Is Like a Sailless Vessel"

BY GEORGE W. TUTTLE

Why do I patronize Smith, the printer, instead of Brown's Printing Shop? Well, there is practically no difference in promise and performance, in conscientious work and square dealing, in the two places, but there is a mighty sight of difference in the personality of the two men!

When I walk into Smith's he says: "Hello, Mr. Travers; people developing any appetite for hardware nowadays?" or he says: "Great wrinkle, that last idea of yours in window trimming. Had to eat a cold dinner because my wife was so interested in that display that she did not realize that it was time to hurry home and use what hardware she had already purchased from you." Then he smiles again and says: "Anything that I can do for you this morning?"

Certainly Smith can do something for me; that is his purpose in running a printing business! It would give me genuine pain to say "Nothing." Talk about applied psychology, Smith is it! His printer-ship will never sink from lack of tact-ballast, nor human bees ever turn away from his printer-honey.

Now Brown is different — so different! When I step into his office he says "Good morning," but his dental-chair expression makes me long to say: "Brown, you have mistaken your calling!" He never says, "How is business?" in such a heart-warming way that I forget that my typist is threatening to leave unless I pay her $10 a month more than she earns, and that the Universal Hardware Emporium has opened a great store just across the street from my modest business.

Brown is willing to do my work — am I not perfectly welcome to place an order if I have an irresistible, uncontrollable desire to do so? He will cheat no man, his business dealings are honorable, but will he ever learn to give prospective customers first aid? Brown needs to take a course in "How to Arouse Human Interest."

Tactless printers and pointless tacks fail to make the connection. Brown makes a bare living, but his impression on his customers is very imperfect, while his human-nature ink soon fades. On the contrary, the thought of Smith's cheery personality is a magnet to turn the feet of business men Smithward. Hark, the merry ring of their feet on the pavement seems to echo: "Going to Smith's! Going to Smith's!" Smith has a six-cylindered bank account and an ever-increasing business.

He's a poor business man who won't pay a good man more money than a poor man.—*Ad-points.*

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

Order and Emphasis in Display

It is a principle of display that the item of greatest interest in the copy ought to be given the most prominence. It is likewise a principle that the major display should relate to the subject, or, in other words, the article, service or what-not advertised. This does not necessarily mean that the name "Beans" ought to be largest display in an advertisement on beans. Advertising, to be of maximum resultfulness, must appeal to some instinct or instincts. It follows, therefore, that the major display of a bean advertisement might be "Watch the Kiddies Grow Vigorous and Strong," appealing to the family instinct, or "More Food Value Per Dollar," appealing to the instinct of economy. Both the above suggested headings could be tied up with beans and would exert a stronger appeal than such a head as "Johnson's Navy Beans."

However, when it comes to advertising of the announcement type, where no worded appeal to any of the instincts is made, and which concerns itself merely with naming or "flashing" important points, the name of the thing ought by all means to be foremost. The prescribed order of display, (1) Who or what? (2) When? and (3) Where? ought to be the rule that governs in setting that provincial yet sometimes unavoidable style of advertising.

Saturday, December 16th
7 P. M.

Annual Formal Opening Dinner Entertainment and Ball

Maryland Hotel

Special Features Throughout the Evening

FIG. 1.

These thoughts are suggested by advertisements, Figs. 1 and 2, accompanying, sent by one of our readers with a request that we tell him which is the better. Many interesting points are brought to light by these two advertisements.

Neither advertisement is a good one. At best they are passable, as are most of the few advertisements that are not really bad which we find in small-town papers. This statement is made in all candor by one who has ever fought against being hypercritical and who has ever made allowances for the equipment at the disposal of those who set advertisements in "country" newspapers. In this the writer confesses to being more than lenient, for, in most cases, marked improvements have been plainly possible with available equipment. Such, undoubtedly, was the case with respect to the compositors of these two advertisements, presumably taken from competing papers.

Considered strictly from an esthetic standpoint, Fig. 1 is the more characterful and more pleasing. On the other hand, from the advertising standpoint, it is wofully weak, except in so far as a certain measure of attractiveness and somewhat unusual treatment will obtain attention to it in many instances. Attractiveness of form is undeniably an asset. Fig. 1 is an arrangement more suited to a title page, although the bands of "checker board" squares are quite too prominent for that.

As an advertisement Fig. 2 is superior, yet possibly you may not be so readily and easily convinced of this as of the superiority of Fig. 1 in appearance. Where Fig. 1 attracts because of its unusual arrangement for an advertisement, Fig. 2 attracts by the size and clearness of the type in it. Consider the two equal, then, in that respect. Fig. 2 scores above Fig. 1 in the clarity of the type used, and this is really a great advantage. It seems more "alive" because of the fact that emphasis is increased by greater changes or contrasts.

Going back to our introductory remarks concerned with the order of display, we find upon analysis of the copy that no question can arise as to what should constitute the major display. This is manifestly announcement copy, so the words are "Formal Opening Dinner, Entertainment and Ball," answering the "what" question. Our readers will note we omit the word "annual" from the "title," whereas both compositors whose work we are considering included it. The reason

for this is that the word "annual" contributes nothing of real interest or value, yet exerts the effect of weakening the display force that is possible without it as a part of the major display. In effect it is in display like an adjective that modifies, and is subordinate to, a noun.

Here, in the two advertisements, we run into an especially interesting point. On first consideration it might be thought that the title is better in Fig. 1 because, there, it is set in larger type, but (try it now!) do you get these words from Fig. 1 any more quickly than you do from Fig. 2? The title in Fig. 2 has features to offset the larger size of the same words in Fig. 1. The first of these is isolation; they stand farther from other words and so are less confused. The second feature is that the words are set in clearer type. The third, and here is a most potent one, they afford by their smaller size a rather striking contrast with the larger type above and below. Contrast is the basis of emphasis, and emphasis is just as much the life of an advertisement as it is of a speech. In Fig. 1 the speaker talks too much in monotones. Here in Fig. 2, the speaker accustomed to using loud tones lowers his voice as he utters the important words and so they are emphasized. Incidentally, and we dislike to mention it, for it is a practice we do not like for esthetic reasons, the underlining of the words of the title in Fig. 2 adds to their prominence to an extent, we believe, that would not be accomplished by larger type. The underscores distinguish the words from lines not so treated and, furthermore, if type of a size equal to the height of this type plus the thickness of the rules were used, contrast with the other lines would be weakened. Even the little "dingbats" beneath the second line of the title have an influence in drawing the eyes to the lines above them, yet they are an affront to good taste in type display. On the other hand, the ornament in the center of Fig. 1 contributes nothing of value and by its prominence detracts from all the type. Incidentally, the thin rule above the line "Special Features Throughout the Evening" might be said to draw attention to that line, which, it will be seen, is given greater importance than in Fig. 1. Indeed, this is the only matter in the copy which might be said to have a sense appeal, that of curiosity, and so we could not quarrel with the designer had he given it even greater prominence than he did.

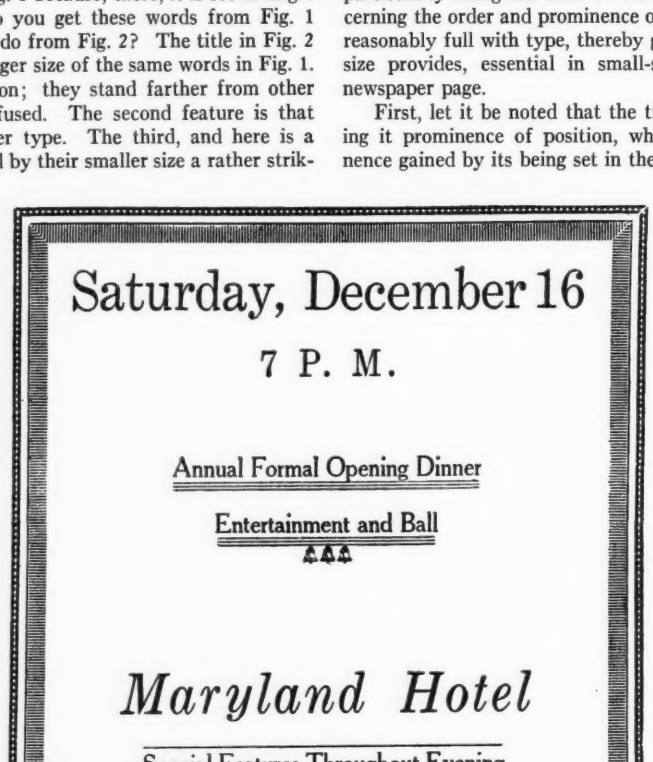


FIG. 2.

We have said that Fig. 1 is the neater and more attractive composition, that as an advertisement Fig. 2 is the better. We will stand our ground and award the palm to the latter, the more emphatically because the date and the name of the hotel in combination in big type have a display value that will get the attention to those who, as a habit or on occasion, attend affairs at the hotel.

The reason we deny to both these advertisements the right to be called *good* is that neither is all an advertisement ought to be. An advertisement must attract attention and get itself read by a great majority of a newspaper's readers. To do that it must look good and it must be easy to read. Furthermore, in the case of an advertising announcement, it must "flash" its content so the reader gets the important facts at a glance. It must contain the good points of Fig. 1 and those of Fig 2 — and some more besides!

Fig. 3 represents our idea of a better handling of this copy, particularly along the lines of our introductory remarks, concerning the order and prominence of display. We fill the space reasonably full with type, thereby gaining the advantage which size provides, essential in small-space advertisements on a newspaper page.

First, let it be noted that the title is placed first, thus giving it prominence of position, which accentuates the prominence gained by its being set in the largest type of the display. Thus, we conform to the logical principle of giving greatest prominence to the item of greatest importance. The issue is not confused, for readers know at a glance what the advertisement is about. Those interested in that will read the rest, which, therefore, need not be so prominent. The handling of the word "Annual" serves a double purpose. It permits of a more orderly and logical arrangement of the title and of setting the main and most important line of the title in larger type than possible with the word "Annual" on the same line. By isolation the word is prominent despite its smaller size, while the white space at either end of it serves to emphasize its prominence and also bring out very prominently the message in the important line just below, as the reader will readily observe.

The "when" and "where" features are combined, as is logical, instead of being divided, though there can be no particular objection to dividing them except that in the two advertisements, Figs. 1 and 2, the division, by placing one at the top, detracts from the prominence of the more important display. In the interest of order they are best when combined.

In consideration of the appeal to the instinct of curiosity, we have given the last line greater prominence than accorded by either designer whose work we are rebuilding. Attention, too, is directed to the fact that by changes of letter forms within a single type family each and every line is given a certain distinction and so it may be said to "talk," which attribute can not possibly be credited to Fig. 1.

We should like to hear from any of our readers who have thoughts on matters relating to these advertisements. They are of a style quite general in the smaller newspapers and frequent in the metropolitan dailies. To those of our readers who find time hanging heavily upon their hands, we should like to say why not reset the advertisement and offer improvements upon our own suggestion as to how this copy ought to be handled. Understand, what we wish is not a resetting that merely improves ours from the standpoint of appearance, as by the

use of more attractive types and borders, but one that improves it from the publicity standpoint, that makes for increased clarity and easier comprehension. Understand, also, it is to be a labor of love on your part, a desire to improve yourself and to assist in the uplift of your craft. If a sufficient number respond to this invitation, and other points of value are brought forth, we shall in some later issue amplify this brief item into a comprehensive article on the composition of the announcement type of advertisement. Such an article, we are sure, would exert a far-reaching influence for good.

In numerous discussions with publishers of small-town newpapers the question of better typographical appearance has often met with an answer to the effect that the mechanical equipment of his little plant, the low rates received for the advertising space and the condition of the type and press were such that the publisher faced a physical impossibility should he attempt to make the general appearance of his paper more inviting. Country publishers, and a large percentage of publishers in cities where local dailies flourish, contend that the mechanical limitations make it impossible to get away from the run of "boiler-plate" appearance that is now so widely prevalent.

"Silence is more eloquent than words," said Carlyle. What is needed for improvement by most of the advertisements of slip-shod appearance in newspapers is a generous dose of *silence* — that is to say, they need more *white space.*

Here is a simple test you can make on your newspaper right now: Take your blue pencil and delete from the advertisements every space-filling bromide, every extraneous, meaningless phrase that clouds the message in the advertisement. Cut out the usual so-called slogans, such as "We solicit your patronage," "Money back if not satisfied," "If our goods don't make good, we do," "Satisfaction guaranteed," and the like, that clutter up and blur the appearance of countless advertisements.

White space, like silence, is not only more eloquent than hackneyed, space-filling phrases, but it compels the reader's attention; it helps get the message to the reader — and that is the only reason for its being in the paper. Careful editing of all advertising copy is a matter that can be done without adding a cent to the expense of production. In fact, it makes for economy and effectiveness in composition.

Annual

Formal Opening Dinner Entertainment and Ball

MARYLAND HOTEL

Saturday, December 16

7 P. M.

Special Features Throughout the Evening

FIG. 3.

CALENDARS RECEIVED

Interesting indeed is the study of the different ideas that are worked out in the many and varied calendars produced for advertising purposes. As a medium of publicity the calendar is excellent, when properly arranged with a view to easy reference as well as attractiveness, because it is bound to find a place where it is seen constantly, not only by the one to whom it is sent, but also by those calling at his office. For printers, the calendar presents an excellent opportunity to show a good specimen of their work, to demonstrate their ability to plan, design and produce a worth-while piece of printed matter.

THE INLAND PRINTER has been exceptionally favored this year by the receipt of a large number of calendars, many of them splendid specimens of the printer's art. We regret lack of space prevents commenting on them individually and reproducing a number. We acknowledge with appreciation the receipt of calendars from the following:

Critchell, Miller, Whitney & Barbour, Chicago; Cross Paper Feeder Company, Boston, Mass.; James McMillin Printing Company, Pittsburgh, Pa.; Enterprise Publishing Company, Burlington, N. J.; Ohio Printing & Publishing Company, Massillon, Ohio; Stettiner Brothers, New York city; Case, Lockwood & Brainard Company, Hartford, Conn.; Eagle Printing Ink Company, New York city; Typothetæ of Philadelphia Printing Trades School, Philadelphia, Pa.; Wm. F. Fell Company, Philadelphia, Pa.; Eilert Printing Company, New York; Wild & Stevens, Inc., Boston, Mass.; Hampshire Paper Company, South Hadley Falls, Mass.; Roberts Numbering Machine Company, Brooklyn, N. Y.; Globe Engraving & Electrotype Company, Chicago; Herrick, Auerbach & Vastine, Chicago; Poor Richard Corporation, Chicago; Peerless Press, South Bend, Ind.; Buffalo *Express,* Buffalo, N. Y.; Hammersmith-Kortmeyer Company, Milwaukee, Wis.; R. R. Donnelley & Sons Company, Chicago; Eddy Press Corporation, Pittsburgh, Pa.; Canada Printing Ink Company, Toronto; Denver Rock Drill Manufacturing Company, Denver, Colo.; Davis Press, Worcester, Mass.; The York Printing Company, York, Pa.; W. B. Conkey Company, Hammond, Ind.; Gaw-O'Hara Envelope Company, Chicago; Anthony & Egloff, Rochester, N. Y.; Crane & Co., Dalton, Mass.; The *Gazette,* Montreal; American Electrotype Company, Philadelphia, Pa.; Commercial Printing & Lithographing Company, Akron, Ohio; Loring-Axtell Company, Springfield, Mass.; W. C. Gempel, Adrian, Mich.; Wagoner Printing Company, Galesburg, Ill.; J. M. Huber, New York city; Morris Reiss Press, New York city; Thomas Todd Company, Boston, Mass.; Insurance Press, Incorporated, Boston, Mass.; American Art Works, Coshocton, Ohio; Bishop & Garret, Paris, France; MacNutt, Waters & Tankard, Incorporated, New York city; The Niles Press, Philadelphia, Pa.; Castle-Pierce Printing Company, Oshkosh, Wis.; Emil H. Bluemel Company, Los Angeles, Cal.; Strobridge Lithographing Company, Cincinnati, Ohio; Advertisers Engraving Company, Seattle, Wash.; John A. Roebling's Sons Company, Trenton, N. J.; Libbie Printing Company, Boston, Mass.; Gatchel & Manning, Incorporated, Philadelphia, Pa.; Arrow Printing Company, Incorporated, Rochester, N. Y.; Grand Central Printers & Stationers, Incorporated, New York city; Herschman & Cardy, Chicago; Holmes Press, Philadelphia,

Pa.; Lincoln & Smith Press, Boston, Mass.; Gage Printing Company, Battle Creek, Mich.; Paper House of New England, Springfield, Mass.; Tokyo Tsukiji Type Foundry Limited, Tokyo, Japan; Forbes Lithograph Manufacturing Company, Boston, Mass.; Paper House of New England, Boston, Mass.; Commonwealth Press, Worcester, Mass.; Sutton Press, Pittsburgh, Pa.; Metropolitan Life Insurance Company, New York city; Whitaker Paper Company, Chicago; Brown & Bigelow, St. Paul, Minn.; Townsend Printing Company, Kansas City, Mo.; Bourke-Rice Envelope Company, Chicago; Parker, Thomas & Tucker Paper Company, Chicago; Marken & Bielfeld, Frederick, Md.; Knoff Printing Company, Seattle, Wash.; Ecker & Co., St. Louis, Mo.

STATUS OF FRANCE IN THE GRAPHIC ARTS

Peace hath her victories
No less renown'd than War.— *Milton.*

France, whose military genius manifested in her life and death struggle with Germany during the Great War amazed the whole civilized world, has laid aside her weapons of destruction. This is true even though the current manipulations of her diplomats and politicians tend to prove otherwise.

Despite her irreconcilable Poincare, Tardeau, Millerand and Foch, France, who throughout her glorious history has ever been a world leader in the realm of fine arts, even now retains that august position. When the Treaty of Versailles was signed, France took off her armor, put on her apron and got back to the job left vacant in 1914.

While those belligerent leaders of the Republic who led the forces that triumphed in the world conflict are still hugging the headlines of the daily press, French genius is today directed in the arts of peace under such leaders as Billoux, Tanchon, Maillet, Michel, Marotte and an illustrious company of others of like caliber whose names are excluded from the news cabled to the American press from Paris.

This conclusion is inevitable to one who has just read a copy of the Christmas, 1922, number of the official bulletin of the master printers of France.* Prior to 1914, the Christmas number of the bulletin served as a review of the status of the graphic arts in France and it recorded the achievements in *le domaine des belles impressions artistiques* of the previous year. The current number is the first to be issued in nine years, and it is ample evidence that France has gone back to work with real enthusiasm.

In this work which is a glorious monument to the graphic arts, France cheerfully concedes to Teuton and Anglo-Saxon the honor that is due to their national genius; she pays full homage to Gutenberg and Senefelder, to Rolffs and Nefgen; she salutes Briton, German and American for their distinct and several contributions in the discovery, invention and development of the mechanics with which modern printing is done. In the graphic arts France excels not so much in bringing forth mechanical innovations; her sphere, rather, has been that of the perfecter of processes and devices.

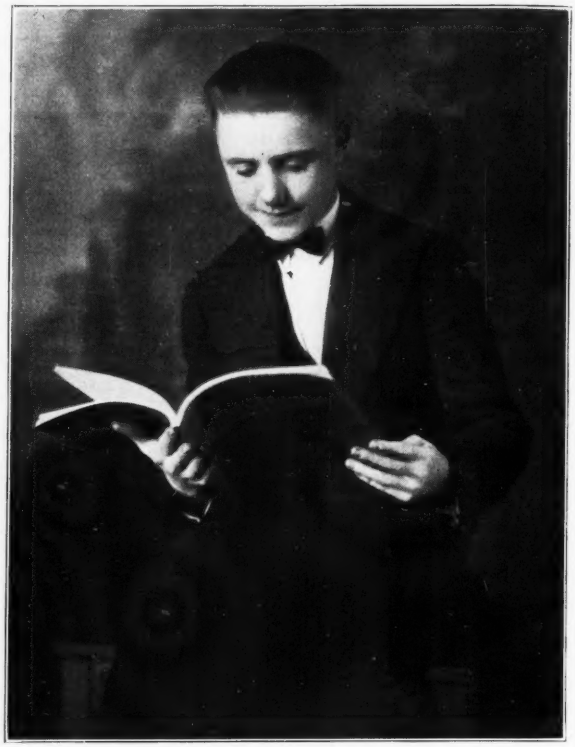
Mere words are altogether inadequate with which to convey even a vague idea of the beauty and splendor of the examples of fine printing as shown in this volume. To view the specimens of reproductions of world-famous paintings therein contained affords a thrill that is not unlike that experienced at one's first visit to the Louvre itself. It is a volume that every American who is vitally interested in beautiful reproductions should like to see; it is a volume that every high-class printer-engraver in the United States ought to procure.

Copies of this epoch-making specimen book may be procured for fifty francs sent to M. Rene Billoux, 7, rue Suger, Paris, France.

*Numero de Noel, Bulletin Officiel de Maitre Imprimeur de France.

A COMING MASTER CRAFTSMAN

The splendid results possible through intelligent application and study of the course in printing offered by the International Typographical Union are shown to good advantage in a brochure of specimens of typography submitted to THE



George Dewey Nodland Student Typographer, Reading His Text Book

INLAND PRINTER by George Dewey Nodland, apprentice typographer, of Marshalltown, Iowa. A review of these specimens will be found in the Specimen Review department of this issue.

A casual survey of the work accomplished by this student-printer indicates that he has mastered the fundamentals of the craft; his work shows balance, good taste, harmony and a feel for type that bespeaks the coming master craftsman. In his letter to THE INLAND PRINTER Mr. Nodland says: "I have been working at the printer's trade about four years. I find the I. T. U. course in printing very helpful and interesting to the student who is anxious to get to the top in the printing business. I also find THE INLAND PRINTER very instructive, and its help, I believe, has greatly improved my work in this course in printing."

FOREIGN TYPE HEIGHTS

Following a suggestion which was presented in THE INLAND PRINTER for January, in which the micrometer measurement of height of type in both America and England was given as .918 inch, A. W. Michener, of the Challenge Machinery Company, Grand Haven, Michigan, has forwarded us a list of the type heights that prevail in various foreign countries, which we take pleasure in passing on to our readers: Africa, .918; Australia, .918; Bulgaria, .936; Canada, .918; Denmark, .987, .986 and .982; France (Didot system), .928; Mexico, .918; Russia, .989; South America, .918; Sweden, .928. Note that the height of type which is our standard, .918 inch, is in use in all British dominions, in Mexico and in South America.

SPECIMENS

BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

"YEAR BOOK OF THE AMERICAN INSTITUTE OF GRAPHIC ARTS" for 1922-1923 has been received. That it is a beautiful piece of work can be seen from the reproduction of the page herewith made, though one must visualize the pages full size, 5 by 8 inches, and printed on deckle-edge antique laid stock, to fully appreciate its beauty. The layout is unusual and is featured by an unusual application of initials. Credit for the book's fine appearance goes to Edmund G. Gress, editor of the *American Printer*, and chairman of the Publicity Committee of the Institute.

EDWIN H. STUART, Pittsburgh, Pennsylvania.—Your blotter, "The Hungry Waste Basket," is indeed clever. We do not recall having ever seen a waste basket so treated as in the illustration on this blotter. The picture represents the waste basket as the mouth of some horrible scaly animal, apparently a composite alligator-octopus. It puts the idea across most effectively of the "terrible" end of all ineffective printing and advertising. That the blotter is well designed and printed, and in pleasing colors, goes without saying, because Stuart did it.

MICHAEL SVERAK, Chicago, Illinois.—Your blotter containing the calendars for January and February is especially attractive, the conventional decoration demonstrating exceptional ability along this line. As a consequence we believe the blotter ought to prove productive of orders for your service as a letterer and designer of effective advertising.

P. B. YATES MACHINE COMPANY, Beloit, Wisconsin.—*Yates Quality* is one of the best house magazines we have ever seen. The makeup is in keeping with the best national publications, editorially it is interesting and alive, while the printing, by the Commonwealth Press of Chicago, is perfect. The numerous halftone engravings of machinery are rendered so well that the most minute details are plain and clear. The publication quite happily suggests the title "quality," and we doubt if any recipient would lay it down until he has read it through. It is just that inviting.

GREENWOOD PRESS, Millville, New Jersey.—There is a wide variation in the quality of different specimens in the collection sent us. The folder, "A Profitable Talk on Printing," is neat and attractive, the title page being especially so. On the other hand, your invoice is very bad. Set in panel style, in shaded Copperplate Gothic and Cloister Old Style (capitals) throughout, it suggests difficult reading, particularly as there is a great deal of copy. The complex appearance is accentuated by printing in three colors. On the whole, however, the work averages "good."

M. R. STEVENS, Afferton Press, New York city.—Specimens are excellent in design, typography and presswork. Particularly interesting is the booklet, "Leonia, the Place to Make Your Home." The cover, designed with broad solid masses showing little detail and printed in striking colors, is particularly effective.

S. E. TILTON, Topeka, Kansas.—The specimens are neat, so the shortage of material complained of must be in size of fonts rather than in their quality. The work sent us is executed mainly in Caslon, which means you should scarcely feel the need of other faces. The covers of the *Chronicle* are quite pleasing and striking, which is the more commendable in view of the fact that they are wholly typographic. The one for October-November — printed in blue, except for the monogram which is in gold, and embossed by the powdered resin method — is excellent. The December cover would be equally pleasing had the inner rule of the border been two-point instead of six-point. As printed there is quite too much red in the scheme.

FRANK S. LIVERMORE, Fitchburg, Massachusetts. — Specimens done under your direction by students of the Junior High School are above the average quality for school work. Excellent taste is indicated in the selection of colors. The leaflet "But Once" is disorderly, and the ragged edge of the type group at the right-hand side looks very bad indeed. It is difficult to set so large a face in such narrow measure. When letter-spacing short lines does not bring them to the measure of the longest one, thereby making all uniform length, we suggest smaller type or a different format. The initial is poorly placed and the ornaments placed below it detract from rather than add to the appearance. It is not good typography to set a squared initial in the margin. Again, the leaflet is not well whited out, the type matter seeming to crowd the border at the left quite too closely.

BEN B. LIPSKY, Hotel Pennsylvania, New York city.—The *Register*, the employees' paper, is quite satisfactorily gotten up, while the program of the Christmas entertainment is excellent.

ALLENTOWN HIGH SCHOOL PRINT SHOP, Allentown, Pennsylvania.—The *High School Press* is an especially attractive school paper.

RICAREDO REPIDE, Santiago de Cuba.—We find the specimens, the first we have received from Cuba, quite interesting, although they can scarcely be classified as quality printing. While the Hobo type has a characterful appearance, which makes it a good one on rare occasions, it is not a satisfactory face for general use. On the title of the folder, "Le Interesa A Ud?" it works well, the title being printed in deep green and red on strong yellow stock. It is acceptable, perhaps, for the display of this folder, too, but the great point of weakness is that the body type is too small. There was ample room for type one size larger.

MORRILL SCHOOL OF MECHANIC ARTS, Concord, New Hampshire.—We do not admire the border employed on the calendar featured by a portrait of Franklin; it has little artistic merit. Furthermore, there is too much red on the mount, and the red, having a purplish hue, is not so pleasing as one leaning toward orange. The remaining specimens are neat.

NIXDORF & BARD, Lancaster, Pennsylvania.—Except for a tendency to employ swash italic characters to excess, particularly in groups set wholly in capitals, your work is excellent. Specimens free of that criticism are among the best we have received the current month.

EXHIBITIONS

September, 1922: Drawings of Joseph C. Coll and Frederick W. Taylor

October, 1922: Recent Work of Members

November, 1922: History and Development of Wood Engraving

December, 1922: Writing Books of the Past Four Centuries

January, 1923: Modern Lithography

February, 1923: Printing Previous to the Nineteenth Century

March, 1923: Foremost American Prints of 1922

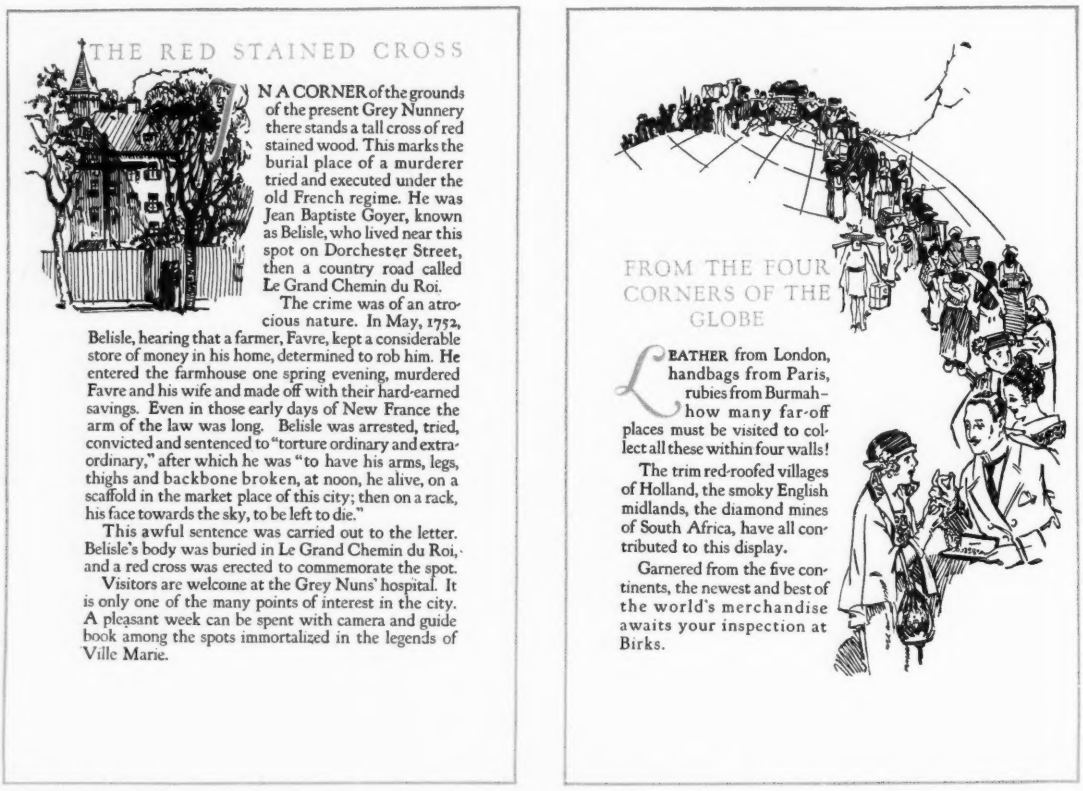
April, 1923: Historical Development of Process Engraving (Contemplated)

May, 1923: Work by Industrial Students in Typography and Design (Contemplated)

Each of the exhibitions is opened with a meeting of members and their friends, the program in each case being devoted to the subject of the exhibition.

8

Unique page layouts feature the 1923 year book of the American Institute of Graphic Arts, a characteristic example of which is shown above. Initials were similarly used on the pages giving the names of members, which were arranged alphabetically. Fine quality papers were used, the work on the whole being a credit to the designer, Edmund G. Gress, chairman of the Publicity Committee.

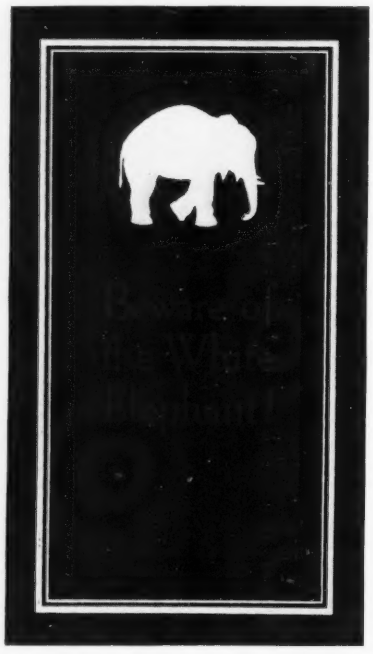


Pages from a booklet designed by B. W. Radcliffe, of the Ronalds Press, Montreal, Quebec. Points of especial interest are the margins and the treatment of initials. The original was printed in olive and black on old ivory dull coated stock.

D. W. Paterson Company, Melbourne, Australia.—Your advertising folders, presumably used as envelope stuffers, are above all else snappy and alive in appearance. Each has an individuality all its own, none would surmise they came from the same house. The most interesting and unique item is the folder, "Beware of the White Elephant." Reverse zinc plates printed in black ink on white stock show the rule page borders and several silhouette elephant illustrations in white. Over the black the type matter was printed in gold, the effect being of white and gold printing on black paper. We reproduce the title page to give an idea of the character of the work, trusting to luck that there will be enough distinction between the gold and black to make a presentable illustration.

Stewart-Simmons Press, Waterloo, Iowa.—The cover on your book, "Printing That's Got a Pull to It," featured by a striking design in strong colors, embodying an illustration of a large magnet, will surely wake 'em up. The treatment certainly fits in with the theme and with the many examples of impressive publicity done for various clients which you have reproduced throughout the text. The effect is virile all the way through and the craftsmanship in design and mechanical execution is decidedly praiseworthy. It ought to prove productive of a lot of good orders if those who receive it are any judges at all of what constitutes effective publicity.

Trelyon Browne, Black Mountain, North Carolina.—While in no sense outstanding, largely as a result of the fact that your type equipment is not particularly choice, we believe you have done the very best possible with available material. The specimens are satisfactory. "Hemlock Twigs and Balsam Sprigs" is an attractive booklet, the cover and title pages being particularly attractive and the presswork excellent throughout. The character of the type, Penprint, an old Inland Type Foundry product, while not at all suited to book work in general, seems apropos in this instance, as reference to the title will suggest to our readers. The one serious fault with the book is that margins are bad. Take page 17 as an example. Top and bottom margins are extremely wide, while front and back margins are as extremely narrow. The measure of the type on this is too wide; if set in a narrower measure the type page could be made to approximate the proportions of the paper page and we would have more pleasing margins, because of the better distribution of marginal space. The points made with respect to that one page apply to others in the book to a greater or less degree. The poem is placed too low on page 11. Nothing should be centered vertically, as, then, balance seems insecure because of an optical illusion which magnifies the upper white space and therefore makes such a group appear below the center. Again, in the interest of proportion or variety there should be even more than enough difference between top and bottom margins to overcome that optical illusion; the top margin ought to be as two units compared to a bottom margin of three units.



Title of unique folder from the D. W. Paterson Company, Melbourne, Australia. Reverse zinc etchings were printed in black on white stock, suggesting black paper and white ink. The type matter was printed over the black in gold, giving a most pleasing and effective appearance.

Jay D. Rudolph, Oswego, New York.—The "Vocational Teachers Review," the product of students of the printing class of the State Normal and Training School, of which you are instructor, is the best piece of work you have ever sent us. Set throughout in that excellent and readable face, Cheltenham Wide, the effect is both pleasing and inviting. The cover title, on which a halftone print of one of the school buildings is tipped, is very attractive indeed, and the presswork, even on the process print tipped onto the first inside page, is remarkably good. Such work is an example of painstaking care that will bear fruit year after year in the form of better work on the part of those participating in the execution of this handsome book.

Tremont Printing Company, New York city.—The three blotters sent us are fair. On the one featuring the lettered name line the yellow is so weak there is a striking lack of tone balance. The largest item of the design, this lettered name line, seems to stand back of the remainder of the design, printed in a rather strong purple. Even though colors are harmonious the effect is not necessarily

good in all respects, as this blotter illustrates. There must be the proper amount of the different colors depending upon their brilliance and they must balance as to value. The effect is just as bad as if the body of the blotter had been printed from an extremely bold type and the display in an exceptional light one. Happily, you made a printing delightfully soft and artistic. All in all, we have yet to see a line of motor car advertising, notable as a class for excellence, more thoroughly expressive of quality than these Auburn folders. When an advertiser is willing to pay the little more required for a quality job and will select his printer with care, as the Auburn people have done, he volve more attractive type faces. The styles at your disposal are not of the best design, but getting good results from them means you will obtain exceptional results when your facilities are improved.

MAXWELL DROKE, Indianapolis, Indiana.— "The Book of Maxwell Droke" interests us greatly, not only as an example of fine booklet making, but as

THE CARLYLE-LABOLD COMPANY

Makers of Face Brick & Clay Products

PORTSMOUTH, OHIO

William Eskew, Portsmouth, Ohio, is a clever designer of typographic letterheads. The above heading illustrates an original use of rule and ornament, which add class and distinction without seeming obtrusive.

of this design with the name line in purple, yellow being used only for the rules. The effect is much better.

WILLIAM ESKEW, Portsmouth, Ohio.—Specimens are excellent, the letterheads being particularly attractive. You have the happy faculty of applying ornament to letterheads in such a way as to add character and distinction without becoming obtrusive in the least. The heading for The Carlyle-Labold Company is a case to the point.

C. M. BENNETT PRINTING COMPANY, Springfield, Ohio.—The halftones in the booklet of the Holland-Flynn Company, showing fences and gates, are quite too large for the page. On this job, too, there is no style; the type matter and the cuts do not conform to the page proportions. White space is carelessly distributed and the margins are, therefore, decidedly displeasing.

WILLIAM B. HANSFORD, JR., Wilmington, Ohio.—The October bulletin for the Western College for Women is a handsome and attractive book. Illustrations, format, design and printing combine to create a quality product. With the sole exception that presswork on the halftones in the booklet, "Gobbler Feather," is not well done, the remaining specimens are of good quality. The portraits are gray and weak, lacking that contrast between high lights and solids so essential to a snappy halftone print.

PRINTING CLASS, Barberton High School, Barberton, Ohio.—The *Magician* is a very neat little paper. From a strict esthetic standpoint the body type is relatively a little large for the page, but if it does appear a little out of proportion we believe there is adequate compensation in the fact that it is easier to read. We note that some advertisements are set without borders and, as these tend toward an effect of disorder and confusion, we suggest that you make it a rule to have borders on all advertisements. Plain rules, two-point, would make the best border for a paper of the size of the *Magician* and we suggest that the two-point size be used consistently. Decorative borders are more pronounced on a small page than on a large page, so you can less afford to take chances on them than if yours were full-size paper of six or seven columns. The makeup is very good. We appreciate the attempt you have apparently made to pyramid advertisements, a difficult thing on a three-column paper.

QUICKPRINT COMPANY, Virginia, Minnesota.—The post card invitation to the local Christmas festival is excellent.

L. A. BRAVERMAN, Procter & Collier Press, Cincinnati, Ohio.—The Auburn motor car circulars are beautiful. Art, layout, typography and presswork are representative of the highest standards of quality. Particularly attractive are the folders printed on dull coated buff stock, the effect of the process printed illustrations thereon being obviates that disappointed feeling that always follows the skimping of quality and the failure to recognize the vast difference between printers.

GEORGE D. NODLAND, Marshalltown, Iowa.—Your portfolio is handsomely bound and executed in good taste. The mounted specimens of commercial printing, presumably examples of your work on the printing course now conducted by the I. T. U. from its Indianapolis offices, are well arranged and displayed. You have, as a rule, confined each job to a single series, resulting in good harmony, which means the only improvements possible would in-



This announces the removal of Hoffmann Printing Company from 109 North Eighth to 4301 South Broadway. Here, with more congenial surroundings, a still higher plane of craftsmanship is possible than heretofore. Being confident that we can render you a better service in our present location, a continuance of your patronage is solicited

Hoffmann Printing Company
4301 South Broadway

TELEPHONE · RIVERSIDE 367

Interesting announcement folder by the Hoffmann Printing Company, St. Louis, Missouri. On antique white stock, outside edge deckled, the effect was even more pleasing than our reproduction, which, however, is only slightly reduced from the original.

a most effective piece of advertising for a specialist in unusual advertising literature.

HUGH STEPHENS PRESS, Jefferson City, Missouri.—It is now pretty generally recognized that as far away from the marts of trade as Jefferson City, Missouri, the Hugh Stephens Press is executing a grade of printing unsurpassed anywhere. We'll not pick any flaws with any of the three specimens you have most recently favored us with, for the simple reason there are none to pick. Indeed, "Design Oak Flooring by Bruce" is a beautiful book. The catalogue for the Neosho Nurseries Companies contains the very best halftone printing we have yet seen on machine finished stock. The *Imp* continues to be a sparkling, happy house-organ, as cleverly designed as it is edited, and as well printed as it can possibly be.

G. H. KIMBALL, Little Rock, Arkansas.—As an innovation the advertisement of H. G. Pugh & Co., titled "The Printer's Menu," published in a program, scores high. Arranged in the form of a menu, as, for instance, "Printing" then in smaller type, "Cards, Circulars, Everything," etc., down the space, all the departments are given prominence and the scope of the firm's service emphasized in a most effective way.

SOUTH DAKOTA STATE COLLEGE, Brookings, South Dakota.—Typography is neat and the printing good. In fact, the only serious fault to be found with the specimens sent us is that sometimes the forms have not been carefully folded and we find skewered margins, the worse because covers are sometimes affected.

CLAREMONT SCHOOL PRINT SHOP, Bronx, New York.—The calendar is interesting, a panel above each month's block being devoted to an article on the month in question. The body of the booklet, "Observations of a Retired Printer," is decidedly attractive in typography and layout, but the cover design is commonplace and not at all in keeping. The lines of the title are not large enough in relation to the subordinate matter, rather — and specifically — the subordinate lines are too large and the border too prominent. The only weak spot of the type specimen book is also the cover, the inside being well designed and composed and likewise well printed. The title lines are too low and, set in Parsons, lack the dignity suggested by the remainder of the scheme. A design should be formal or informal throughout, not half and half like this one. The best specimen of the lot, taken all the way through, is the hanger of individual leaves entitled "Types," each page of which bears a motto set in different faces in the school's plant. The typography of this piece equals that of the best-grade commercial plants.

FEDERAL PRINTING COMPANY, Des Moines, Iowa.— As examples of the every-day run of commercial printing, executed on a price basis, the work is of good quality.

The best feature is the presswork, very good halftone printing being done on machine finished and s. and s. c. papers.

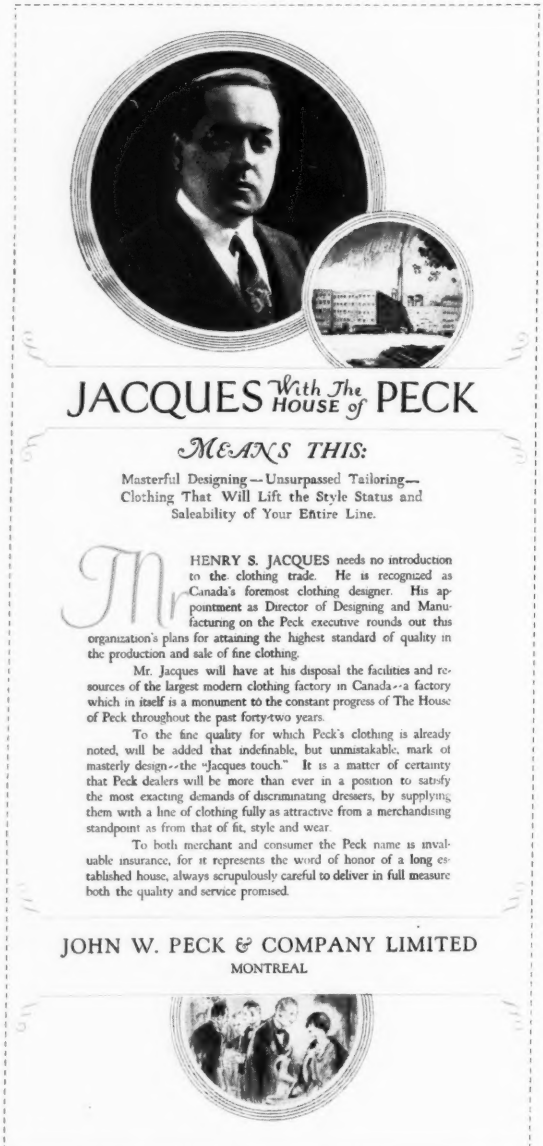
B. W. RADCLIFFE, The Ronalds Press, Montreal, Quebec.— Glad to hear from you, old friend, and to know that you are "hooked up" with one of America's most forward-looking and aggressive printing and advertising organizations. The union is a happy one, no sacrifice seems to have been made on either side. The specimens sent us have the same virile look that has ever characterized the Ronalds product combined with, but not in the least minimized by, the Radcliffe taste. To single out any one example for specific mention would be an injustice to others equally good, for the standard of quality is uniform. So, just because to us they seem more interesting, we single out the announcement, "Jacques With the House of Peck" and two pages from the booklet, "Where Old and New Worlds Meet," for reproduction.

EUGENE EHRHARDT, St. Louis, Missouri.—The fact that you experience difficulty in educating buyers of printing in St. Louis to the standard of printing executed by the Hoffmann Printing Company is reflection upon the taste and understanding of the customers, not on you or your house. As long as the majority of printers do inferior work, and as long as advertisers continue to ignore advances that have been made in the art of printing and typefounding, the good printers will have some trouble along those lines. However, great strides have been made in most localities, and we hope and trust, ere long, we shall see a better quality of work coming from St. Louis. So far as we know, you and your house are among a few pioneers in raising the standards of typography there. More and more buyers will see the light, however. Pride in one's work is one of the major incentives to good work; pride in one's printing has ever been an influence toward sending it to THE INLAND PRINTER. From San Francisco and Cleveland we receive more printing for review in a single month than we do from St. Louis and New Orleans in a year. The standard is far higher in the former cities than in the latter. Your work, however, is of the same fine quality as characterizes the best from Cleveland and San Francisco. More power to you!

A. M. DORMAN, University of Chicago Press, Chicago, Illinois.— Our compliments upon the neatness of the several specimens. The letterhead of the Press is exceptionally good, but that goes for the other examples, too. The *Men's Club Booster* containing an article on the Press, which we have enjoyed a great deal, is neat and interesting in makeup.

ACORN PRESS, Omaha, Nebraska.— The *Acorn* is an attractive and interesting house-organ. Comprising four 8½ by 11 inch pages, and printed in attractive colors, it is a pleasing example of fine printing. Its chief distinction, however, lies in the brevity and character of its editorial content. A previous issue was devoted to the local Chamber of Commerce, portraits of officers being prominent. In this, the January, issue the local Advertising-Selling League is similarly treated. Obviously, such a plan pleases men prominent locally, men who are among the largest buyers of printing in the city. For that reason a similar plan could be adopted by printers in other cities, with assurance of profitable results. The "booster" feature will have its influence with those patriotic citizens who are not given individual mention in the paper.

COVERDALE COMPANY, INCORPORATED, St. Louis, Missouri.—The folder, "Meeting the Public Demand," can not be classed as bad, yet in view of one particular weakness it can not be classed as wholly good. As a job of printing it is neat and easy to read. The weakness is that it is lacking in force and does not have an interesting appearance. The title on the front, the commonplace phrase quoted above, is set in thirty-six point caps. and small caps. (thirty-six point and twenty-four point) of Cheltenham Old Style. These words in the upper left-hand corner, inside a double-rule border printed in red, and three geometrical figures in the lower right-hand corner are all that appear on the 7½ by 10½ inch page. Indeed, the appearance is dull-looking like a scientific paper. More to the point would have been a head that would give some insight into the nature of the advertised article, as, for example, "Four-Passenger Coupe De Luxe, $2990," attractively set forth with an illustration of the coupe body. While the inside is quite passable and would be satisfactory in company with a more aggressive and interesting title, it seems to accentuate the dullness of the first impression. Either larger body type ought to have been used or a more unusual distribution of white space achieved to make the inside look more interesting. The presswork is excellent. While it is outside the line of this department to comment upon the copy we note one grievous mistake in tactics. Where distinction is made between the type of coupe made for business use and the one for family use the statement is made that the former "is not presentable enough." Why make such an admission? Rather than put it that way you should have emphasized the *added* attractiveness of the better model.



Unusual treatment of broadside, or mailing folder, executed by the Ronalds Press, of Montreal, Quebec. The original was printed in red-orange and black on dull coated sepia stock.

JOHN L. CLARKE, Pittsburgh, Pennsylvania.— Specimens are neat and attractive, characterful, too, and we have no fault whatever to find with any of the pieces of printed matter in the interesting collection which you submitted for review in this department.

PRINTERS who hesitate to issue a calendar through lack of art and engraving facilities, because of a dislike to use the stock variety or because of the expense of having color illustrations and engravings made for them ought to wake up to the possibilities they have right at hand. Some few printers issue purely typographic calendars, most of them small and inconspicuous, and a calendar to get a place on the wall must have size. Morris Reiss, who operates a relatively small plant in New York city, gets out a big calendar of an unusual type, his 1923 edition representing no trifling cost. However, we have just received a calendar from the Lincoln & Smith Press, of Boston, that represents what in our opinion is an ideal form of advertising for the printer. The size of the mount is 12 by 20 inches; that is sufficiently large, yet not so large that available type faces are proportionately too small. The attractive design was printed on about the whitest stock we have ever seen, in the densest black ink imaginable. With Bodoni type in use the effect is beautiful. Type, ornament and rules harmonize perfectly; it is an ideal Bodoni composition. We should mention, too, that the paper bearing the printing was mounted on a heavy sheet of binder's board, the edges of which were beveled, thereby adding to the quality of the effect. In the execution of this calendar the Lincoln & Smith Press has shown what can be done in the way of purely typographic calendars. Indeed, we believe a chaste and dignified calendar like this one will be hung up where the more common pictorial kind would not. Let's see more printers issuing home-made calendars, thereby more effectively demonstrating the beauty of good typework.

LINCOLN HIGH SCHOOL, printing department, Cleveland, Ohio.— Of the several wall hangers sent us we like best the one entitled "A Creed for Instructors in Printing." The illustration, however, seems too small in relation to the size of the sheet, although it serves as a decorative unit quite satisfactorily as it is. Another especially interesting specimen is the calendar combined with a "Code of Morals for Children," each leaf of which contains a little preachment on some subject beneficial to the child, such as the "Law of Self-Control" and "Law of Clean Play." The typographical style is safe and sane, the legible Century type face being most generally used. The borders, mostly of the Indian or geometric style, are interesting for the reason that they were designed by students and cut from linoleum. They are not especially pleasing, and it is only because of the fact that the typography is so clean cut and the margins so wide that results are good.

WILLIAM G. JOHNSTON COMPANY, Pittsburgh, Pennsylvania.— One of the most attractive and at the same time most striking booklet covers we have seen in a long while is on the booklet, "Electric Sheets," done for the Follansbee Brothers Company. The design is bold and strong, yet printed in soft artistic colors, which accounts for the unusual combination of qualities generally considered to be in opposition. In view of the strength of the cover design the selection of the Bookman type face for the body of the booklet indicates an understanding of the requirements of consistency, quite obvious, of course, yet all too infrequently seen. The small specimens done in Caslon are likewise decidedly attractive.

WALTERS PRINTING & MANUFACTURING COMPANY, Roanoke, Virginia.—The whole series of blotters averages very good indeed. We do not like the one for March and April (1921), however, as there is too much display and also because the arrangement is not orderly. In addition, too much of the matter is set in capitals, which not only look to be, but actually are, hard to read. For a blotter, and for blotter advertising, the one entitled "Bring Your Printing Troubles to Walters," on which those words effectively displayed with the signature and trade-mark device constitute the copy, would be difficult to beat. Compare the two above mentioned and you'll get an idea of what we are driving at. The average person likes a blotter with little printing on it better than one covered with type. If there is little printing what there is will be more forcibly impressed upon the user. The thought expressed in brief copy is repeated and reimpressed upon the mind of the user as by a flash without his being conscious of having read it.

WILL RANSOM, Chicago, Illinois. — Books that are real works of art come from your private press. Indeed, it is remarkable what fine results you are obtaining from that font of Garamond type and the little hand press. Beautiful type, simply set and perfectly printed upon handmade papers, results in books wholly desirable apart from their contents. "The House of Endless Doors," we believe, is the most attractive small book we have ever seen. It is beautiful. In striking contrast — not, of course, in quality — is "Orioles and Blackbirds," a book of poems. The cover of the latter is a bright orange, with black over the hinges, whereas, on the first named volume, the sides are covered with light gray (buff hue) with light blue over the hinge. Again, the second named book is filled with poems — the first being prose — and some of them are very short. As you have lined up all pages at the top, regardless of the length of type pages, these short ones leave a vast expanse of white paper below them. Now, with cheap paper in use this would not "get over," but with such fine paper the paper really becomes part of the picture — and a mighty pleasing picture it makes, too. The average printer does not appreciate the vast importance of paper in the scheme. Indeed, we do not believe any single item contributes *more* to the success of a piece of printed work. A composition that would be passé on ordinary work becomes a work of art on fine paper. The best design imaginable is nothing on cheap, shoddy paper. We regret exceedingly that our readers can not see these books — rather that they *do not*, or that we can not adquately picture them here, for they are available to any lover of the beautiful in printing who will forward the price. However, all books published by Ransom are limited editions.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—We delight in looking over specimens of your work, which you are kind enough to send us in liberal quantity. The ordinary everyday run of work, programs for Christmas exercises and the like, is given the same treatment by you as the extraordinary job. The result of consistent quality must tell in the volume of business done by your employer, the MacGregor-Cutler Printing Company. Just to show what we mean we are reproducing two arrangements of a one-color letterhead used by the Americus Republican Club, the old one from which you worked as copy and your resetting. You were bound by the same restrictions as was the designer of the original, that is, you were not allowed the use of a second color or to modify the copy, yet your heading expresses skill and taste, and something unusual, whereas the original is just another "job of printin'."

ORGANIZED AUGUST 2, 1884 INCORPORATED SEPTEMBER 25, 1886

Americus Republican Club

OFFICERS

J. L. Kendall	President
T. M. Rees	1st Vice President
John A. Sharp	2nd Vice President
W. K. Gamble	Treasurer
Stanley R. L. Neely	Major
T. L. Harper	Secretary

BELL PHONE 4215 COURT
P. & A. PHONE 2836 MAIN

AMERICUS

BOARD OF GOVERNORS

J. L. Kendall, Chairman

Paul Didier	Otto Horix
W. D. Friend	B. F. Jones, Jr.
Henry E. Farrell	John C. Kohne
Joseph L. Goss	A. C. Opperman
A. C. Gumbert	W. C. Reitz
Amandus Horn	E. M. Wagner

NEW CLUB HOUSE, SMITHFIELD STREET, SECOND TO THIRD AVENUE
MEETS FIRST SATURDAY IN JAN., APRIL, OCT. AND DEC., 1922, AT 7:30 P. M.
PITTSBURGH, PA.

MEETS FIRST SATURDAY EVENING IN JANUARY, APRIL, OCTOBER AND DECEMBER, 1922, AT SEVEN-THIRTY

Bell Phone, Court 4215 · P & A Phone, Main 2836

Americus Republican Club

ORGANIZED AUGUST 2, 1884
INCORPORATED SEPTEMBER 25, 1886

Officers

J. L. KENDALL . . . . . *President*
T. M. REES . . *First Vice President*
JOHN A. SHARP, *Second Vice President*
W. K. GAMBLE . . . . . *Treasurer*
STANLEY R. L. NEELY . . . . *Major*
T. L. HARPER . . . . . *Secretary*

AMERICUS

Board of Governors

J. L. KENDALL, *Chairman*

PAUL DIDIER	OTTO HORIX
W. D. FRIEND	B. F. JONES, JR.
HENRY E. FARRELL	JOHN C. KOHNE
JOSEPH L. GOSS	A. C. OPPERMAN
A. C. GUMBERT	W. C. REITZ
AMANDUS HORN	E. M. WAGNER

NEW CLUB HOUSE
SMITHFIELD STREET · SECOND TO THIRD AVENUES
PITTSBURGH, PA.

The advantages of good type and the use of a single series could scarcely be better demonstrated than by a comparison of the two letterheads above. Arthur C. Gruver, of the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania, designed the lower one, using the one above as copy.

FAIRMOUNT PRINTING COMPANY, Fairmount, West Virginia.— The blotters are pleasing in appearance and well executed, the printing of the building in colors being excellent. The only feature about them we do not like is the fact that the text is not so easy to read as it might have been made, the body of one being set in Bodoni italic and of the other in Packard.

DEMOCRAT PUBLISHING COMPANY, England, Arkansas.—Your blotters are interesting and unusual. Designs are "catchy" and colors pleasing and attractive. The generous size of some of them will win favor, at least among certain people. The body type might well have been a little larger on those entitled "Away With the Lazy Man's Load" and "Carry Your Own." They are neat and attractive, however.

The Printing Machinery Company
Warnock Blocks
Aluminum Alloy Furniture
45 West 34th Street · New York City

William A. Waas
Eastern Representative

Attractive and characterful business card in the new Cooper Bold series, by Arthur C. Gruver, Pittsburgh, Pennsylvania. The effect is suggestive of a hand-lettered job, the nature of the advertiser's business permitting the use of such a bold style of letter.

How Good and Bad Printers Are Made

The School-Trained Versus the Apprentice Printer

BY EDMOND G. HAMMOND

THE boy just out of high school enters the printing office as an apprentice in a newspaper office of the average town, three thousand to five thousand population. He wants to learn the printing business, and is under the impression that in about two years he will be able to draw a man's pay. The facts are plainly evident that the boy is thinking an untruth gained perhaps from an older person as ignorant about printing as he is himself. The average apprentice has only a very slight knowledge of the requirements of good printing. He has no conception of the amount of time a certain job should consume. The nature of printing, and what printing demands of one who is to have a man's pay is not known to him with any degree of certainty.

These facts must be gained by the apprentice from a reliable source during the first few months of contact with the work. Just how the boy is to comprehend this important foundation of his education is a question many an employing printer can not answer satisfactorily. The apprentice is, as a rule, engaged only a very short period of time each day in actual productive printing. The greater part of the time he does the work of the janitor. When the boy entered the office he promised to do "the cleaning up," but he was certainly not under the impression that the cleaning up consisted of several hours of dull drudgery each day. This experience added nothing to his knowledge of printing. The small shop needs some one to do the janitor work. Then why not the devil? This is all too often the argument of the back office as well as that of the employer himself. The janitor should do the janitor work, and the apprentice should learn the printer's trade. A boy with a good education can not help but feel degraded, in a degree at least, by the necessity of performing such work as paper baling, mopping, sweeping and cleaning.

A boy who must do this work in order to hold the job so that he may learn whatever he can of printing is the apprentice of today. Learning the printing trade does not consist of doing janitor work neatly and promptly. To have an idea of the work a good janitor must perform is praiseworthy, but the time taken in such training must be confined to the first year and should be limited to one hour a day.

A good magazine has helped many a boy on to a better appreciation of the arts and crafts. After a year or so of faithful service in the capacity of janitor, delivery boy, property man, bad-debt collector, and so on, the boy becomes a printer of the kind described by the foreman's saying, "By guess and by gosh." But the foreman should not be blamed. He has the work of two men. Really, one can not expect any man to teach an apprentice and perform the hundred and one duties which are thrown upon his shoulders.

A year of apprenticeship has come to a close. The new year brings more work which gives the boy more actual printing practice. The boss discovers, from the time tickets, that his apprentice earns his check plus a good profit on the press-feeding accomplished, to say nothing of other benefits derived from distribution and bindery jobs.

A certain change was noted in the demeanor of the apprentice. Now would be the psychological time to subscribe for the trade journal which the foreman has spoken of for some time past. This extra reward would certainly spur his apprentice on to greater heights of success, so reckons the boss. The boy accepts the gift as a matter of course, thanking the employer kindly. The truth of the matter must be confessed: The trade journal had been in the apprentice's mail for many months through his own effort and expense. His attitude toward the front office does not change materially. The check is now $13 for the week; in the past it was $10 a week.

Next morning the boy arrives at the office at a quarter of seven, the usual time of starting the day's work. By fast work most of the sweeping, the lighting of the linotype burner, etc., is done by eight. At eight the boss makes known his presence and unlocks the front office. The cuspidors are properly cleaned and polished, the paper baled, and the sink scrubbed. It is time to go to work. During the busy season as many as twelve hours and never less than nine constitutes a day's work. When is reading to be done? During the night, if the eyes do not pain or if sleep does not overcome.

Is this mad rush getting the boy anywhere? Yes, but not far. If he keeps it up for long all hope of a bright future is dissipated. There is one bright hope in the anticipation of an increase in his weekly wage. But, alas, the mark has already been reached. There are plenty of others of his class obtainable at a wage of $13.

There are comparatively few radicals among school-trained printers. This can not always be said of other printers. There is a reason. Where were the tramp printers educated? Not many were educated in the vocational schools under the guidance of competent instructors. The old-fashioned apprentice is like the horse on the merry-go-round; always on the go but never catches up to the horse just ahead. There is no comparison possible between the school-trained printer and the old-time apprentice, but the difference is marked.

The school-trained printer is the product of voluntary action. Information as to the nature and requirements of the craft is at once within reach. His advance is certain and he is made to realize that printing is more than a money-making proposition. Theory is clearly defined and practice is carefully guided. The proper and approved methods are taught. Blacksmithing does not pass. Time is counted, but slip-shod methods are barred. Quantity is good but quality is better. He knows what his work is worth and is more likely to get it. Students automatically become true gentlemen and are thoroughly Americanized.

THE MASTER OF TYPOGRAPHY

A master of typography, in addition to being well versed in the details of the subject, must also be a student of psychology, as his business pertains to creating an impression in the minds of persons he never sees. It has been demonstrated that in reading the eye will grasp easily in a glance about two inches — the width of the newspaper column. It has also been demonstrated that a line of type set in capitals is much harder to read than the same line set in upper and lower case; further, that a line of type set in italic is harder to read than a line set in roman.

The eye of the intended reader may be repelled by lack of harmony in a type page and may turn from the reading of the message. The desire of the student of typography should be to attain that knowledge by which he can decide what will be correct or harmonious, and application to the subject will accomplish this end.—*From the bulletin on the new course in typography instituted at Columbia University, New York city.*

PROOFROOM

BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Speed and Accuracy

Decidedly the most valuable accomplishment for a proofreader is accuracy, and next to accuracy is speed. The whole purpose of proofreading is the elimination of inaccuracies, or errors as they are commonly called, and more especially of errors made in setting the type, though the truly competent proofreader will always correct anything undoubtedly wrong in copy that can not possibly be subject to any but one correction. Of course in cases where there is the least doubt as between two ways, in reading books, the proofreader must only query, no matter how sure he may be that the form queried is wrong. Such questioning is importantly incident to accurate work. We mention only one phase of accuracy as an example of many points which it may involve, but which can not be included in such a note as this, but we may call attention to the fact that mechanical accuracy is of high importance, even the detection of faults like wrong spacing, wrong type, etc. Seldom does one become a competent proofreader without the technical knowledge acquired through regularly learning the trade of typesetting, but certainly it is possible, as an occasional person succeeds without technical training. Taking for granted sufficient technical knowledge, the young proofreader is likely to imagine that speed is the most desirable qualification to be cultivated, especially as he finds that the one who does the largest amount of work gets the highest pay. But he soon learns that great speed is not desirable when it involves inaccuracy, as it is most likely to do. Speed is valuable as secondary to accuracy, but worthless without it. Usually the largest amount of good work is done by the steadiest worker, not by the one who counts speed as most important. The wise employer will never insist upon speedy work, but every employer is entitled to the steady uninterrupted work which is productive of the best result.

Sending Out Proofs

Theodore Low De Vinne said in his book, "Correct Composition," some things strangely restricted by his own practice, with no notice of other practices more common, among them this about sending out proofs: "Readers should keep a book containing the name and the address of all persons to whom proof is to be sent. They should make themselves familiar with postoffice laws, and make up the packages to be sent by mail in such a manner that the office will not suffer from delay or needless expense in postage. The readers should try to arrange all their work so that proofs can be despatched before the closing of the last mail. The foreman should see that the readers are provided with postage stamps and envelopes of graduated sizes, and that all packages are neatly made up and properly addressed."

The natural inference from this is that it is part of every proofreader's duty to attend to mailing author's proofs. Probably De Vinne did not mean this, for he would have been the last one to tax a proofreader with such extra duty. His own readers never had such an added burden, except that it may have been so many years ago when his business was small enough to permit it. Later, when the work done had increased greatly, he made other provision for mailing, leaving his proofreaders only their reading to do. What those arrangements were I do not know. Large offices may — probably do — differ in method as to mailing proofs. The one thing essential is that they have a method, which is necessarily determined personally. It may be left to the head proofreader, although in a place employing many readers the head reader is busy enough without such duty, though he may have a special copyholder who can attend to mailing and to the filing of proofs for keeping. But this is not the only way to handle mailing.

The one thing that elicits this note is the dictum of an authoritative writer apparently adding to the duty of every proofreader a burdensome work which no proofreader should have to do, unless in some small office where the regular reading does not keep him busy. A busy proofreader has quite enough to do without extras.

Statu Quo

W. N., New York, writes: "A discussion has arisen as to the Latin form of *statu quo* in the following sentence: 'They desired strength; and to them to desire strength was to admire strength; to admire strength was simply to admire the *statu quo.*' I hold that, if we consider *statu quo* as being in the ablative case, it has no meaning as used here. Even should the preposition *in* be used the phrase still is meaningless if we consider it in relation to the preceding English. I believe that there should be a natural transition from the Latin to the English. But here is the real point: *Statu quo* is used consistently throughout the book where to all purposes the form should be *status quo.* My belief is that the author's form is correct, but that it is a Greek form of the Latin word, such as Jesu, an old Latin form, or a form used for the sake of euphony, but I have not been able to find any information in Latin or English dictionaries. I can not think of such a form being printed without some reason. The book from which it is taken is G. K. Chesterton's 'Heretics.'"

Answer.— It seems unlikely that the form questioned is the one used by Chesterton, although, being in his book, it is very natural to count it his. Dictionaries do not explain the grammar of foreign phrases, and even the fullest explanation might not be convincing in this instance, so it is possible that some proofreader was misled by what he found in an English dictionary. *Status quo* is the better form for use in the sentence quoted, being the Latin accusative, therefore more correct as English objective, which the phrase stands as here. As already hinted, Chesterton would probably write it so. If he did, he failed to correct it in proof. Authors are not all good proofreaders. If a proofreader took out the missing letter, he probably did so because he had seen it so in the ablative phrase *in statu quo,* and mistook the preposition as English, whereas it is really Latin, and an actual part of the Latin phrase, accusative *status in quo.* The proofreader, if he made

the error, overstepped his proper duty. If he " corrected " the phrase as found in copy, properly, it would be by inserting the missing letter if it was not in copy. But ordinarily the proofreader in reading foreign phrases is not expected to do anything more than follow copy, or at most to query to the author. There is no cause for conjecture as to Greek forms, euphony, etc., the forms of the phrases being in the regular Latin declension.

Author and Printer

BY F. HORACE TEALL

I NEED not say that this is written with the printer's interest keenly prominent, though I trust it will not be found unduly so. The author is mentioned first because he originates the work of the printer. It may be well to explain that occasionally the word author is used with freedom of application, as in speaking of author's proofs, which sometimes are not seen at all by the actual author. Printer also may be used with freedom, but usually applies to the employing printer.

An author naturally is jealous of his work, lest some one make him say what he did not mean to say. He may write perfectly expressed sentences and find them changed in sense by the insertion or omission of a comma or the substitution of a word thought by a proofreader to be more fitting than the one he wrote. I remember that once in reading the proof of an editorial article I struck out a comma which the editor restored, which made a striking change in the sense that I had not recognized until he explained it to me. That lesson had a lasting effect. It made me careful always to be sure that a comma was actually wrong before taking it out. This is one reason for my repeated insistence on following copy.

An author is quite justifiable in the demand that everything he writes be exactly reproduced in print, even to the points he inserts, so far as the printer is concerned. He may be overruled by the publisher, and then the publisher assumes his authoritative place in relation to the printer; but even the publisher would not authorize any important change of words without the author's consent. But that must not be too literally understood. Here is an instance at hand where even the printer's proofreader might well make the correction needed, if he happened to know the story, but where no one could fail to recognize the mistake as the writer's, and not the printer's. In a book mentioning a boy's reading of Cooper's novels, is this: " ' Oak Openings ' and ' Satanstoe ' came conveniently in one volume. . . . In ' The Littlepage Manuscripts ' the breaking up of the ice on the river, or Dirk's daring rape of the holiday dinner, or his doing to death by the redskins." The incidents named are all in " Satanstoe," which is called on the title page " Satanstoe; or, The Littlepage Manuscripts," and the hero in all of them was Guert Ten Eyck, not Dirck (so in Cooper), who was in the scene on the river, but not in the others. The error that any one might have corrected is " Dirk," which should have been " Guert."

A small book on geology had so many errors in natural-history names that the work was absurd. A marked copy was sent to the publishers, who excused the mess of errors with the pitiable plea that the author had not read it in proof. The book was a reprint from an English work, and the errors were all probably copied from the original print, where they were principally the fault of the author, probably through bad handwriting. One of the errors was *Plerichkeys,* which any good proofreader might have known was meant for *Pterichthys,* and many others were equally obvious.

An author will get his work printed right most surely by taking the trouble to revise his manuscript as closely as possible and making every letter in it plainly what it is meant to be. Very few authors write everything so plainly at first that it can not be misread, and one who cares to be right ought to care enough to revise minutely and make everything right before his copy goes to the printer or to the typist. Typewriting needs such close revision even more than handwriting.

The printer is not in the least degree responsible for the literary quality of what he prints. Even in the matter of spelling, it has recently become common in large printing establishments to order strictly that no correction be made, no matter how obvious the need, without the author's consent, written in answer to a query. A proofreader employed in an office doing much work for prominent publishers told me recently that he was ordered to query to the author even so ridiculous a blunder as " their going," where it meant " they're going," and not to make the correction without the author's consent, although the author's intent was evident. The proofreader had to write himself down an ass, notwithstanding the fact that he was a man of much more than usual mentality. Such things are more frequent than formerly, largely resulting from the change to machine work.

The printer may be, and often is, better equipped mentally than many of the writers for whom he prints. But he is not in business to supply editorial work for nothing. His business object is to earn money. His business consists in the reproduction of what is written. His pay is based, for this part of his work, on the cost of composition, made accurate through reading, and the extra time consumed in making alterations ordered by the author. As a result, the bill for printing a book is seldom paid without question. When Roswell Smith saw an assistant editor of *St. Nicholas* questioning some time charges on a bill from De Vinne's, he said: " Don't do that. You'll hurt Mr. De Vinne's feelings." Not one author among thousands could afford to do so. The printer must charge for all work done if he makes it pay him, and the one who pays the bill almost always thinks he is overcharged.

When authors make their copy correct in every particular, the bills are far less likely to seem exorbitant.

NOT FOND OF HIS POLITICAL ENEMIES

One of the most curious of the early advertisements appeared at the end of the " Ninth Collection of Papers relative to the present Juncture of Affairs in England," a quarto that was published in 1689, about the time of the death of George Jeffries, commonly known as Judge Jeffries, the infamous lord chancellor and adviser of James II., whose sanguinary and cruel actions have rendered his name detested. The following is nearly a verbatim copy of that advertisement, or as nearly as it can be rendered in present-day English: " Lately published, *The Trial of Mr. Papillon;* by which it is manifest that the (then) lord chief justice Jeffries had neither learning, law, nor good manners, but great impudence (as was said of him by Charles II.) in abusing all those worthy citizens who voted for Mr. Papillon and Mr. Dubois, calling them a parcel of factious, pragmatical, sneaking, canting, snivelling, prick-eared, crop-eared, atheistical fellows, rascals, and scoundrels, as in page 19 of that trial may be seen. Sold by Michael Janeway, and most booksellers."—*Will H. Mayes.*

Art Usage Curves Shoot Up—Watch the Magazine Advertising

Returns in Hard Dollars Have Made These Art Percentages Your Guide and Counselor

BY CURTIS A. COLLINS

OLD man experience has taught many an honest man a trade and has given wide tutelage in advertising, but that more is forthcoming from his teachings is apparent from charts recently produced by the psychologist concerning the growth of various art usages. If advertisers who have prepared the pages of the past which may now be observed have learned anything from experience, certainly figures on the growth of illustrative methods ought to indicate their relative value.

By the "historical method" of scientific research tabulations have been made with tested accuracy — any one may verify them for himself by comparing an old issue of any publication with an issue of the same magazine today. Along with the rate and amount of increase qualitative changes are traced.

According to the figures gathered by Dr. H. D. Kitson and published in the *Journal of Applied Psychology*, March, 1922,

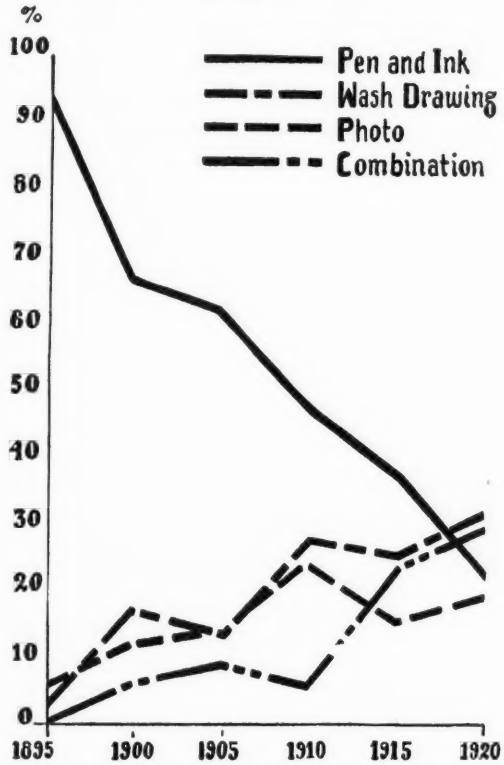


FIG. 1.— Showing per cent of illustrations in advertisements, 1895 to 1920, classified according to form of art employed.

the number of illustrations used in newspaper and magazine advertising increased from 26 to 82 in a hundred during the quarter century from 1895 to 1919.

Results as graphically portrayed in the tabulation, which is reproduced herewith as Fig. 1, clearly indicate that: (1) Early illustrations were done almost entirely in pen and ink, now used only one-fourth as much. (2) Wash drawings increased from 3 to 30 per cent. (3) Photographs used alone have increased from 4 to 17 per cent. (4) Charcoal and pencil have so small a percentage that they are not charted. (5) Color growth has involved such unique factors that it is treated separately in a study given below. (6) Combinations of any of the foregoing with each other or with color have increased,

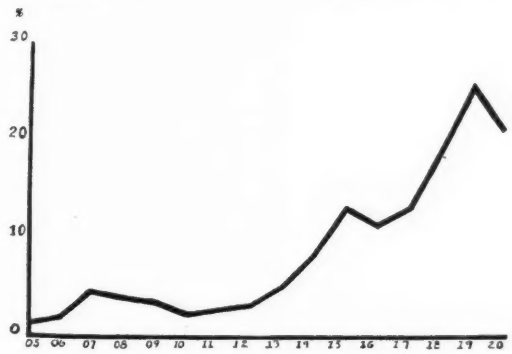


FIG. 2.— Showing the average increase and percentage of colored advertisements in four publications for each year from 1905 to 1920.

because of growth in technical skill and audacity of commercial artists, from .3 per cent to 28.7 per cent.

Along with these quantitative discoveries it is revealed that the several forms of art now enjoy about equal popularity. This may of course vary slightly in other forms of advertising, but the curves will be the same, because the trends of art evolution are here placed on a factual basis.

When the curve continues to point up it probably indicates the road to good returns, for unless style in advertising is the only governing factor in this increase, it is safe to assume that experience has been teaching these advertisers what forms pay. The law of survival of the fittest would indicate that successful advertisers have continued to advertise. The lesson of this chart is therefore "Use Art!"

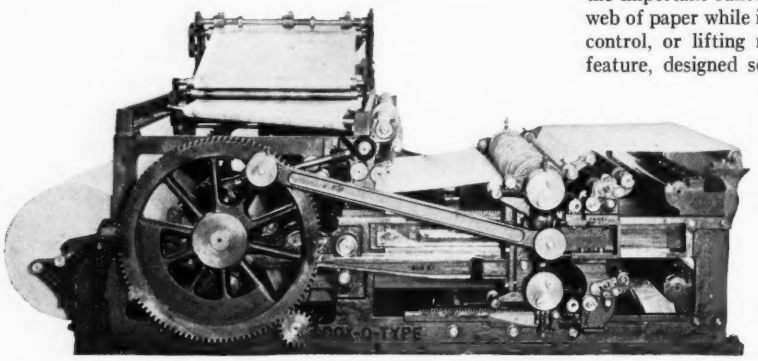
As to the method, all the numbers for the various years in the files of the *Literary Digest* and *Harper's Weekly*, with *Collier's* substituted for *Harper's* when the latter went out of publication, were taken every five years from 1895 to 1920, and the various art forms tabulated. This method has been used for many forms of advertising problems and is applicable by any one, the chief requisite being the accuracy necessary for scientific research.

In continuing on the separate study in use of color, full-page advertisements were taken in four representative magazines, the *American Magazine*, *Collier's Weekly*, *Ladies' Home Journal* and *Country Life*, over a period of fifteen years. Separate curves were made for each of the magazines, and from the averages obtained the resultant curve, reproduced as Fig. 2, was graphed. *Collier's* used color as early as 1905, *Country Life* began in 1907, *Ladies' Home Journal* in 1908, and the *American Magazine* in 1913.

Fig. 2 shows a steady increase until the World War, when the rise became exceedingly rapid. The slight decrease of 1916 may indicate difficulty in securing materials. The 1920

drop doubtless indicates the business decline, and the watchword of economy. This curve shows rather dramatically the marvelous growth of color in modern advertising, occurring despite the difference in the engraver's charge of $63 for a 4 by 5 color reproduction compared with a $5 charge for the same illustration in pen and ink.

From the facts thus portrayed by these two investigations it is evident advertisers have found it profitable to increase the use of illustration of the more technical variety and more color. Over 90 per cent now use illustration, of which 30 per cent use wash drawings, 17 per cent photographs, and 28 per cent use a combination of two or more of these or combination with color. The rapid increase in the use of color indicates that returns are more than justifying the cost. The seller of any of these forms of art has here a conclusive argument for his wares, and the layout man, when questioning whether to use a certain art form, may know definitely the value placed upon it by experience of advertisers who have faced the same problem before.



One View of the New "Cox-O-Type" Flat-Bed Web Perfecting Press

THE "COX-O-TYPE" PRESS—A NEW FLAT-BED WEB PERFECTING PRESS

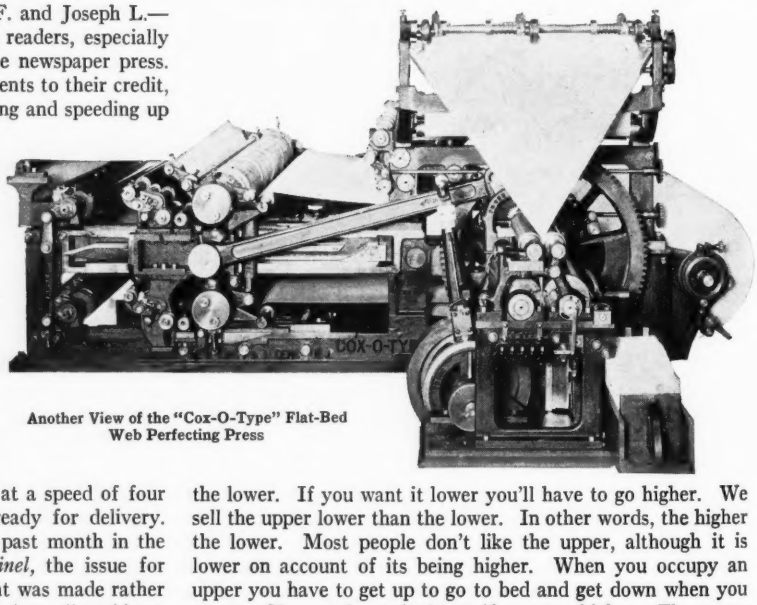
The work of the Cox brothers — Paul F. and Joseph L.— is well known, we believe, to most of our readers, especially those who are familiar with the field of the newspaper press. Both brothers have many inventions and patents to their credit, all of which are for the purpose of simplifying and speeding up the work of newspaper printing. Therefore the news that the Cox brothers have produced a new flat-bed web perfecting press, which has been named the "Cox-O-Type," will be received with a great amount of interest, to say the least.

The "Cox-O-Type" press is designed to meet the needs of the publishers of the smaller daily and the country weekly newspapers, and has been built with a view to simplification so it will be within the reach of all such publishers. It will print four, six or eight page newspapers direct from the roll of paper, and from flat type forms, and will deliver the papers folded to either one-half or one-quarter page size, at a speed of four thousand papers an hour, completed and ready for delivery.

The first press was installed during the past month in the plant of the Woodstock (Ill.) *Daily Sentinel*, the issue for February 8 being produced on it. The event was made rather a gala occasion, an invitation being extended to all residents of the city to visit the plant and watch the first issue produced on the new press. A large number accepted the invitation, and showed great interest in the operation of the press.

The Cox brothers state they have realized that a machine of this nature must be simple as well as efficient and durable, and with this in view they have directed a great amount of attention towards reducing the number of working parts by introducing new and patented mechanism which is less susceptible to wear. One of the most noteworthy improvements and patented features to which they specifically call attention is the web equalizing, or looping, mechanism, which performs the important function of keeping the proper tension upon the web of paper while it is being printed. The impression cylinder control, or lifting mechanism, is another new and simplified feature, designed so as to have the least possible number of parts in order to minimize wear, and to prevent its getting out of order. The folder is tapeless, and is so arranged that it is driven from the press, a simple crank properly attached to the crank pin of one of the large drive gears operating the folder in harmony with the printing mechanism. The drive has also been designed with a view to simplicity, and consists of a simple balance wheel and belt drive wheel combined, with a tightening sheave upon the control lever which grips the drive belt around the motor pulley, the motor being placed below the drive pulley of the press. The press is also constructed with a view to occupying the least possible floor space, an important consideration in most newspaper plants.

Complete information regarding this new press may be secured by addressing Cox Brothers, Box No. 137, Chicago.



Another View of the "Cox-O-Type" Flat-Bed Web Perfecting Press

FINE POINTS IN ENGLISH

The man had just informed the Pullman agent that he wanted a Pullman berth.

"Upper or lower?" asked the agent.

"What's the difference?" asked the man.

"A difference of fifty cents in this case," replied the agent. "The lower is higher than the upper. The higher price is for the lower. If you want it lower you'll have to go higher. We sell the upper lower than the lower. In other words, the higher the lower. Most people don't like the upper, although it is lower on account of its being higher. When you occupy an upper you have to get up to go to bed and get down when you get up. You can have the lower if you pay higher. The upper is lower than the lower because it is higher. If you are willing to go higher, it will be lower."

But the poor man had fainted!—*The Epworth Herald.*

MACHINE COMPOSITION

BY E. M. KEATING

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

To Clean Key Buttons

An operator writes, asking how to bring out the letters on the key buttons. As the query is somewhat vague, our reply may cover the meaning of the writer.

Answer.— If you mean to make the characters more legible, just wipe off each button with a cloth moistened with soapy water. If you mean to remove the button from key lever use a Bernard pliers, press up the button, and it comes off readily.

Matrices Bind on Leaving the Magazine

An Illinois operator writes that on his machine some of the lower-case characters will stop when out of the magazine about one-quarter inch. These are characters that do not touch the assembling entrance guides.

Answer.— If the matrices are as clean on the lugs as they should be and the trouble persists, we suggest that the upper part of the stationary front guide holder be polished with a piece of fine flint paper or crocus cloth and then graphited. It is sometimes found that dust lodges here, which offers resistance enough to slow up or stop light matrices.

Alignment of Capital Letters Irregular

An Oklahoma operator sends several slugs and asks why several capital letters do not align.

Answer.— In an impression of the slug we note that the L is slightly elevated, indicating, in our opinion, that it was not correctly aligned. We note also by examining the slug under a glass that both the U and the L appear slightly displaced in relation to the adjoining characters. We suggest that you examine the lower lugs, both front and back, of the matrices that do not align and see if any bruises are noted. Also observe if the opening in the matrix that the case is made into shows a slight flare or if the upper and lower part are at right angles to the face of the matrix.

Matrices Twist While on Top Rail

A southern operator writes: "Please tell me what could be the cause of matrices dropping and twisting between rails of distributor box and stopping box, also screws. The machine is new. This trouble has continued since the machine has been in operation, but occurs more frequently recently. I studied the movements of a matrix after it was being lifted to the screws and found after a very close examination that (due to about a two-point play in the slot where the back screw is held in position by springlike catch) the back screw would not engage with ear of matrix, but that the front screw would engage, causing, I think, the matrix to twist and fall through. Each font did the same thing. I found that after the play was taken up with cardboard, placed under the clamp which holds the screw tight, the trouble was eliminated."

Answer.—The spring catch which holds the back screw gear in mesh with the front gear and holds the screw bracket locked in place is sometimes stiff enough to detach small particles of metal and allow the bracket to be a trifle loose. This condition doubtless would give more play than normal between the front side of the screw and the brass strip in the distributor bar. On measuring we find a variation of about .005 inch. In one case the distance between the screw and the strip was about .010 inch and in another it was .015 inch, the action of the matrices in both instances being normal. Placing a thin piece of brass rule between the hooked edge of catch and the casting may help you, or by heating it to a cherry red you may draw in the catch edge a trifle by hammering it. If the distance between the top rails of the box is not greater than normal you have probably given the cause as stated in your letter.

A Perfect Running Machine

A New York operator writes, asking if it is possible for a machine to be so well cared for that it will run a month or more without any trouble at all, such as doubles, distributor stops, no response, etc.

Answer.— We believe it is possible that a machine can be so well taken care of that for a day, a week or a month no trouble occurs because of transpositions, doubles or responses; in other words, that there will be no machine errors. In fact, we know of machines that have run as long as eight weeks without a distributor stopping. As for transpositions and repetitions and no responses, these, of course, can be prevented by the vigilance of the operator or machinist who cares for the machine. As a general rule, however, machines do not receive the attention necessary to eliminate all irregularities. We believe it is possible to have such a good record, just the same as it is possible for operators to set perfect proofs, even though absolute perfection is seldom achieved.

To Time Mold Turning Bevel Pinion

An Iowa operator relates an experience he had in trying to time the mold turning bevel pinion after the shaft had been removed, because it had become galled. He had removed the shaft when the cams were not in normal position and tried a number of times to replace it and have it in proper time, but failed. Finally after getting the cams in normal position he timed the gear correctly. The question he asks is this: "How can I time the mold turning bevel pinion without guessing, as I did in the instance I wrote you about? Please give details, as I was worried at the time."

Answer.— When the cams stopped owing to the galled shaft, you took out the shaft and did not mark the gears. It was not necessary to mark them, though you afterwards thought you should have done so. The next step for you to take was to turn the mold disk by hand, bringing the mold into position opposite the side trimming knives. Match the mold disk studs accurately with bushings in vise frame. Draw out on the starting and stopping lever, and the moment the slug is ejected into the galley push back the lever. This will leave the cams almost in normal position with the mold disk forward. While the cams are in this position you may place the mold

turning bevel pinion in its place with four teeth turned up, push in the shaft and match the spot with the screw hole, turn in the bevel pinion set screw, and the operation is finished. In the foregoing procedure there is no element of guessing whatever. When the set screw has been put in place everything is complete and correct.

Two Spacebands Delivered With One Touch of Key

A Kansas operator states that occasionally two spacebands will drop when the key is depressed. He has examined the space between lower end of center bar and hooks on top rails. It appears that the trouble occurs irregularly.

Answer.—This trouble may be due to the spring on keyrod not having sufficient stress to give an active upstroke to the pawl levers. Move the spaceband back from position in the box and try touching key while examining action of pawl levers. If movement does not appear sufficiently active, shorten the keyrod spring or replace the weak spring with a stronger one.

Slugs Transpose as They Eject

An Ohio publisher asks what can be done to prevent slugs transposing as they deliver into the galley. The operator made several alterations in position of the slug adjuster, but did not entirely correct the trouble.

Answer.— We believe it is within the skill of the operator to correct the trouble you refer to. We assume you have the brass slug adjuster that is suspended just beneath the right vise locking screw. As a rule, this piece will give good results if not meddled with. Just fasten it in place and see that it is perpendicular and free to move. See that the piece of leather at the corner of the bent part is not roughened so as to prevent the slug sliding freely down the chute. Also be certain that occasionally the channel through which the slug slides is slightly graphited. The ejector must be adjusted so as to deliver the slugs properly to the end of the knife block liner. The spring plate spring must hold the slug in a perpendicular position up to the time it slides down the chute. Observe as a slug is advanced that the upper end does not tip forward, or that the lower end does not advance farther than the upper end. This trouble may influence the behavior of the slug after it leaves the end of the knife block liner. If you are setting thirteen ems or less, carry in the galley the metal piece which shortens the distance the slug travels. We believe that if the slugs are kept solid at the bottom and the other foregoing conditions are examined into the operator can correct whatever little points are not normal. He should not change the position or contour of the slug adjuster from normal, or he will continue to be bothered with transposed slugs.

Distributor Gives Trouble

An Ohio operator writes: "I am having some trouble with a new distributor. Inside of the distributor clutch pulley are two disks and a pin dropped out of one of them. After I discovered this and put the pin back the distributor never worked as it did before. Now when I take the gate down and let it go back again the distributor refuses to work. Sometimes it will start with very little trouble, and again I have a hard time to get it going. The way I usually get it started is by starting the screws by hand. It seems as though the gear wheel binds, but I am unable to find the trouble. Matrices sometimes fall off as they are going up the inclined part of the top rails. What is to be done?"

Answer.— If the pin which dropped out was tapered and you replaced it without any undue force it is quite likely that the parts are attached correctly. When the screws stop due to spiral automatic, all you need to do is to back the screws a trifle, draw out slightly on the knurled knob and let go. It should start at once. Occasionally it is found that oil gets on the surface of the friction washer, which does not allow it to grip the instant it has frictional contact. Hence the clutch flange has to be removed and the leather rubbed on a smooth piece of fine flint paper. To remove the clutch: (1) Loosen screw which holds clutch lever and slide out the rod. (2) Remove the screw that holds the clutch shaft bracket and the screw in knob, and remove the bracket. (3) Remove the flat-headed screw from end of shaft, disconnect springs, and draw out the flange. After removing the flange you will find a headless screw, which will be taken out, and the washer flange can be removed. With this part off you can lay a sheet of unused flint paper on the imposing stone or other smooth surface, and rub the leather washer until it is smooth all over. The dropping of matrices as they rise on inclined surface of top rails may be due to the rails being deflected apart. Remove the box, place a matrix on top rails, and note if the body of matrix just above occupies the space between the rails. It should not be tight or loose. To determine if the screws are in time, turn the clutch so the beginning of the front upper screw is forward, observe if the point of the lower front screw coincides. If so, you may be certain that the screws are in time.

Irregular Response of Spacebands

A Pennsylvania operator writes: "I have been a reader of THE INLAND PRINTER for several years and have found it of great help to me. I should like to have you give me a little advice in my present difficulty. The spacebands do not drop with regularity on the machine I operate. Sometimes one will be released on one side only."

Answer.— We suggest that you see if the pawls are operated more quickly to the left by their springs. If the spring on front or back pawl is weak, remove it and bend it toward the left, as this will add stress. While the box is off see if the pawls are of equal height. Measure by placing both on one pawl-lifting screw. If any variation in height is noted, reduce high pawl by rubbing down on bevel edge. When the pawls are again attached to the levers and are working all right, observe how far back of the top rail hooks the point of the pawl bites. This is important. The uprising points of the pawls must not bite far enough back of vertical face of top rail hooks to catch the second spaceband. In such a case dress down on the left side of pawl from point downward about 1/16 inch. See that the pins in the center bar are just far enough to the left of top rail hooks so as to allow but one spaceband to lift over. See that the spaceband keyrod spring gives the pawls an active upstroke.

WANTED, A PLAIN COOK

BY WILL H. MAYES

As a plain straightforward rhymester Walt Mason can not claim much advantage over an advertiser in the London *Times* of April 4, 1876, who was using the classified columns of that paper to get a cook. In fact, one who reads that clever announcement may conclude that Walt acquired his impressionistic style from a study of it. Here is the way the advertiser let his wants be known to readers of the *Times:*

"Required by a gent, near to Bromley, in Kent, a cook, on plain cooking plainly intent. She need not make entremets, sauces or jellies, that cause indigestion and irritate bellies; enough if she's able to serve up a dinner that won't make her master a dyspeptic sinner. If asked to bake bread no excuse she must utter; must be able to churn, and to make melted butter. If these she can do — eke boil a potato, and cook well a chop with a sauce called tomato, the writer won't care to apply further test that she's up to her work and knows all the rest. She must be honest, industrious, sober, and clean, neat in her garb, not a highly dressed queen; and must be content, whatever her age is, with sugar and tea and twenty pounds wages.— Address," etc.

NEWSPAPER WORK

BY G. L. CASWELL

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Lottery Printing Is Dangerous Business

We may do some publishers some service and save them possible annoyance and costs by calling attention to the danger of handling anything in the way of lottery advertising or news. Recently at one of the big press association meetings this subject proved so lively and interesting that everybody took part, and the evidence that came out in the discussion was sufficient to base a prosecution of nine out of ten publishers present should the national and state laws be invoked.

Under section 547 all matter in newspapers which is unmailable shall be excuse for the postmaster to cause such matter to be withdrawn from the mails and sent to the Division of Dead Letters with a statement of facts connected therewith. Under paragraph 2 of section 574: "Newspapers and other publications in transit which contain lottery advertisements or lists of prizes drawn at a lottery shall be held and a report made to the solicitor for the postoffice department for instructions."

The penalty for violation of the postal laws may be denial of the second-class privilege to the publication violating them — that and an additional penalty of some other kind. And with the second-class privilege of the mails denied a publication the entire printing equipment of such newspaper would immediately become a lot of junk to be disposed of.

While it is true you seldom hear of the prosecution of a violator of the lottery advertising laws, such may not always be the case. The possibility is that it will not, and the fact that modern business energy is directed in a bad course makes it our duty to utter this warning.

All over the country just now — and we presume it is the same in most States — business men and societies and organizations of one kind and another are using gift ideas for gain. Giving away automobiles, merchandise and even farms by means of drawings of numbered tickets which have been sold to people solely for the chance they may have of winning a valuable prize for little money, is not only a violation of the United States laws, but of most state laws as well. No more drastic laws exist on any subject than those pertaining to lotteries. The provisions extend to a prohibition of even printing, ordering printed, owning, or having possession of any lottery ticket, handbill or other thing calculated to promote such lottery. Many publishers and printers do not realize this fact, and it makes it easy for promoters to get wagon loads of printed matter, which they scatter about by means of express or automobiles, or otherwise, in order to escape the use of the mails.

Now we are advised government agents are taking notice of the abuses going on, and that soon there may be started such a campaign of enforcement as may land hard on those who have thought they could get away with it. Government prosecutions are not to be regarded lightly by anybody. They may be delayed for weeks and months, or even years, and then come like unexpected lightning to ruin and disgrace somebody.

Business men and others have no right to ask the newspapers to take this chance by publishing lottery advertisements, and most certainly the publishers themselves should be vigilant in their own interests and not give way to the blandishments of smooth promoters who have something to work. Even the consent of the postmaster to admission of certain matter which is clearly a violation of the postal laws will not release the publisher.

As law-abiding citizens and advocates of law and order, publishers of newspapers should hold themselves free from any accusation along this line. Their pressure and publicity against lotteries and chance schemes will do much to stop the wave of questionable business that is going now.

Make Each Department Carry a Profit

As a rule, newspaper printing plants doing commercial printing try to maintain such rates as will permit their commercial printing department to show a profit independently of the newspaper. However, most of them do not know to a certainty whether such profit is real or not. They do not keep their books so that the income and outgo of that particular department can be determined. It is also true that standard price lists are kept and used by more newspaper shops doing commercial printing than by the independent printing shops. At least, in some investigations along that line we have found this to be apparent. Just why any independent printing plant should continue to run along without knowing definitely and regularly what profit it is making, we are unable to see, yet all over the country — and this is true in small towns and cities as well as in larger ones — there are the cut-rate shops taking work at what can be nothing else but a downright loss. An instance is cited where in Tennessee a printing plant is said to have taken an order for 100,000 envelopes at $1.75 a thousand, when the cost of the envelopes blank was $2.40. The shop printed the envelopes and paid the difference, just to underbid some other concern, possibly. Business of that kind could be excused on no other ground, if that is an excuse at all.

We frequently observe men who have broken away from some newspaper shop where they have been employed and then started up job shops on their own hook. Invariably they try to get work at less than the prices they know their old employers charge — and just as invariably they go broke. There are more wrecks of that kind of business craft than any other we know of, yet there are always new dreamers who want to try to navigate that way.

Getting at the percentage of profit in the job department is essential with every newspaper printer, if he does not wish to carry on that department at the expense of the newspaper. And getting at the cost of producing an inch of display advertising is just as essential for the newspaper man, unless he cares to make up the difference in that cost by taking the profits from his subscriptions. The fact is that very few newspapers of the smaller class charge a sufficient advertising rate

to make their volume of display business pay for producing the paper, and the deficit has to be made up from some other department.

Stimulating a desire to get at the facts and figures in the matter of producing commercial printing and display advertising is the object of these observations. Such knowledge can be had by a little simple bookkeeping day by day — and what a satisfaction it is at the end of the year to look over a summary of the annual business and see that each department carried itself at some profit.

Another Questionnaire Report

A copy of a neat booklet giving the results of a contest recently held by the Fairfield (Iowa) *Tribune* comes to our desk. It makes us think some such effort can be made by many publishers to interest and educate their readers in advertising. This booklet describes the nature of an "Old Mother Thrift" contest, in which but $20 was put up as prizes and divided among several winners writing the best answers, according to the judge, to the three questions, as follows: "Why Do You Read Advertising?" "Do You Trade at a Store That Advertises in Preference to One That Does Not?" "If So, Why?"

Three hundred and eighty-nine answers were received by the paper and the results tabulated and catalogued to be printed in this booklet, which in turn was distributed freely among advertisers in that section. A week was given to get the answers in and the result was very gratifying and illuminating to the publishers. Out of the several hundred answers received, seventy per cent were from women and thirty per cent from men. Only one stated that he did not trade at a store that advertises in preference to one that does not. All the others made answer that they did trade at stores that advertise, and gave very good reasons for it. One sample answer is given, showing the trend of thought in all the answers, as follows: "— a store that advertises shows progressiveness, a confidence in the goods handled or in the service rendered; a business house that makes public its prices is inviting comparison, which is good reason for believing honest values are given. An advertisement expresses the dealer's desire to please by keeping me posted as to the latest styles and prices and the goods he has on hand. By advertising he has given me a personal invitation to patronize his place; shown me where to get what I want and given me the privilege of comparing his prices with any others. So in giving the advertiser my trade I am only acknowledging a favor and recognizing up-to-date business methods."

Observations

Publication of bank statements is perhaps as necessary to the public as publication of any other one thing. It prevents camouflage and stops misleading representations regarding the integrity and strength of banking institutions, and forewarns those who are able to analyze such statements properly. The national laws require publication of these national bank statements quarterly, and in most States the law requires also publication of state and savings bank statements at about the same intervals. As to national bank statements, the legal rate in any State applies. In the States the legal rate probably also applies, generally. Yet what a variance there is in the charges made for publication of bank statements! If our national association ever functions as it should there will be a movement carried out seeking at least to adjust these charges to some fair basis. These observations are prompted by the receipt of an advertising rate card from one of our readers, on which the rate for publication of bank statements is noted as follows: "State bank statements, $6; national bank statements, $16.50." On writing to ascertain the reason for the difference we were informed that the state banks of the town in which the paper is published carry regular advertising space in the paper and that the national bank does not. If we knew the Latin word to express our meaning we would use it right here, but in the absence of that we would say "a d—— good reason." But the rate for the state bank statement is below a reasonable price for such publication. It is worth $10 to the bank, to the public and to the newspaper, if it is worth anything at all.

The State of Colorado stepped on the gas and started on high speed in the matter of newspaper organization recently when one hundred publishers pledged an amount sufficient to secure a good state field secretary and keep him at work. Pledges of from $5 to $100 for the year were made, with the idea that during the first year the new field man would work for new memberships and thereby "put over" the new state



Two attractive and effective advertisements from Wauchula (Fla.) *Advocate*, the prize-winning small paper of the State of Florida. Pleasing types and simple designs leave little if anything to be desired.

business organization permanently. Where there is a will there's a way, in Colorado or in any other State. The hardest thing is to start and break away from the old dollar down and three days of free banqueting once a year.

Newspaper suspensions and consolidations are reported to have decreased the number of newspapers in Wisconsin from 475 papers in 1915 to 367 in 1922. In many States there are hundreds of newspapers occupying fields which were once fairly profitable, but are no longer so because of lack of growth and enthusiasm in the communities, or because of invading competition. Thus many such publisher-printers now find that wages for good printers offer them more inducement to connect with some good print shop than to continue to be proprietor, editor, office girl, foreman, printer and devil on their own account. And many times the sensible thing to do is to connect up, liquidate the capital invested in the old shop and start it working at interest or in a good home.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, in a recent address to newspaper men of the smaller than daily towns, emphasized the need for equipment that will handle mats for advertising campaigns. He pointed out again what we have said in this department before, that thousands of cuts cost so much money that the advertiser simply has to reduce his space purchases or give up the use of so many newspapers entirely. With $2,500,000 now appropriated and ready to be spent in newspaper advertising this year, Mr. O'Shaughnessy urges upon the country newspaper as well as upon all others the need for giving the best of service, enabling the advertisers to use this immense appropriation to the best purpose and to insure the greatest results. The advertiser is demanding the use of more newspapers, rather than some other mediums that have been getting much of the money spent for advertising.

Review of Newspapers and Advertisements

BY J. L. FRAZIER

Albion Argus, Albion, Nebraska.—You publish a mighty good paper; all details are given careful and thoughtful treatment. The two-page spreads, printed in red, "Spend Your Dollars in Albion," are remarkably effective. Considering that yours is a small shop, we think you did mighty well indeed to get up such a big display so attractively.

Alcester Union, Alcester, South Dakota.— Our compliments are extended upon your handsome Christmas edition. The only feature we do not like is the setting of the body matter of some otherwise attractive advertisements wholly in capitals, which not only look to be but really are difficult to read. The print is excellent.

Trico News, Sisterville, West Virginia.—Your Christmas number is exceptionally attractive. The makeup is orderly and well balanced, and the printing is excellent. The use of coated stock made it possible for you to get the very best results from the halftone portrait that appears on the first page. The effect is enhanced materially by the faint tint under the halftone, the background being printed from a solid plate in light buff ink.

Henry News-Republican, Henry, Illinois.—Your December 7 issue of two sections is a mighty good one. Print, makeup and advertising display are accomplished in a careful and intelligent manner. The only fly in the ointment, in fact, is that the type faces are of varying styles and, as a result, the paper does not have a character of its own. A hundred papers, each using a variety of type faces, will look pretty much the same, but if you should standardize upon one style of display type your paper would stand out from these and have individuality. If more publishers would see the light in this respect the opportunities of the wise ones would be fewer, for, then, some other fellow might pick the same type.

Lemmon Tribune, Lemmon, South Dakota.— A marvelous improvement has been made in your paper since 1917, as a comparison of an issue of that year with a recent copy readily and plainly shows. The first page makeup is now attractive and "spicy," the items thereon being arranged in a symmetrical manner and featured by heads of good size. The more headings employed the more insistent becomes the demand for an orderly arrangement — lack of balance is worse with many items out of balance than with few. Likewise, the more heads there are on a page the more probable becomes an effect of confusion, so care must be exercised to avoid "bunching" them. The first page, 1923 model, is reproduced. In justice to you we must add that the makeup of the other pages — as well as the printing and ad.-composition — is of the same standard of excellence as the first page.


THE LEMMON TRIBUNE

N. D. TO HELP BUILD UP DAIRYING IN STATE

PURE BRED HEREFORDS SOLD AT LOW PRICES

FOOT OF SNOW COVERS WEST S. D. PRAIRIES

INDEPENDENTS WIN ALL BISMARCK POSTS

WORK ON DAVIS WELL IS HALTED BY SNOWSTORM

SOME INTERESTING FIGURES ON DEBTS

WITHDRAW LARGE TRACT OF LAND

FAMOUS WOLF OF BAD LANDS IN STATE HOUSE

STRONG REPUBLICAN LEAD IN LEGISLATURE

GREEN HOTEL FIRE DOES LITTLE DAMAGE

ATTORNEY GENERAL GIVES OPINION ON LICENSE FEES

PUBLICITY GRADES TO GIRO-OPERETTA

THESE "BANDITS" JUST WANTED GAS

HIGH SCHOOL BOYS STAGE HOOTCHPARTY

COUNTY SEAT IS STILL AT OAGOMA

PLANS BEING MADE FOR EDUCATION WEEK

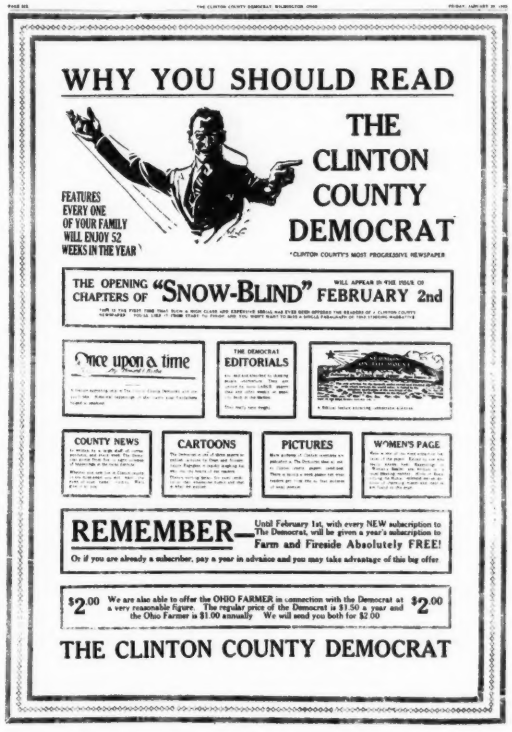
STILL MANUFACTURED OVER SOOT FIRE

MASONIC LODGES HONOR WASHINGTON

SMALLEST HOMESTEAD IN UNITED STATES

Many headlines do not confuse when arranged in an orderly and systematic manner, as on the first page of the Lemmon (S. D.) *Tribune.*

Shakopee Tribune, Shakopee, Minnesota.—Your special holiday number is a good one, the best feature being the clean presswork. Advertisements, as a rule, are quite good, too, being attractively arranged. We would prefer to see plain rule borders instead of the decorative border used, but the systematic use of the one style results more satisfactorily than if several styles had been used. The most harmful condition is the fact that the display of some advertisements is in light face while that of others is set in bold types. This makes the paper in general displeasing. Whether you determine to use a bold style or a light style is not of great consequence, but if you want the paper to look as well as possible, then, by all means, use for all major display types that are of approximately the same tone.


WHY YOU SHOULD READ

THE CLINTON COUNTY DEMOCRAT

FEATURES EVERY ONE OF YOUR FAMILY WILL ENJOY 52 WEEKS IN THE YEAR

"CLINTON COUNTY'S MOST PROGRESSIVE NEWSPAPER

THE OPENING CHAPTERS OF "SNOW-BLIND" WILL APPEAR IN THE ISSUE OF FEBRUARY 2nd

Once upon a time

THE DEMOCRAT EDITORIALS

COUNTY NEWS

CARTOONS

PICTURES

WOMEN'S PAGE

REMEMBER— Until February 1st, with every NEW subscription to The Democrat, will be given a year's subscription to Farm and Fireside Absolutely FREE!

Or if you are already a subscriber, pay a year in advance and you may take advantage of this big offer

$2.00 We are also able to offer the OHIO FARMER in connection with the Democrat at a very reasonable figure. The regular price of the Democrat is $1.50 a year and the Ohio Farmer is $1.00 annually We will send you both for $2.00 $2.00

THE CLINTON COUNTY DEMOCRAT

Page advertisement from the *Clinton County Democrat,* Wilmington, Ohio, notable chiefly for an attractive combination border and a nice distribution of white space throughout. It is unusual for a "country" newspaper to advertise itself so effectively.

William B. Hansford, Jr., Wilmington, Ohio.—The *Democrat* is a fine paper. Aside from the excellence of the editorial work, the best feature is the print. Seldom do we receive a "country" paper on which the ink distribution is uniform and the "color" maintained at just the right amount. We like a good black print, without smear or smudge, of course, and as that of the *Democrat* is just so we single out the printing as the most praiseworthy feature. However, makeup and ad.-composition are also consistently good, while the pyramiding of advertisements means that no fault can possibly be found with the layout of the paper. The only things we do not wholly like about the advertisements are the too frequent use of capitals both in display and in body matter, where it is particularly bad, and the use of more than one style of display type in some of them. In a paper so good as the *Democrat* we mention points that would go unnoticed in most papers that reach us. In the most of them far worse faults can be found. Two attractive advertisements are reproduced herewith.

Times Record, Spencer, West Virginia.— First page makeup is snappy, yet not well balanced and symmetrical. The two-column head (December 14 issue) ought to have been in the center of the page instead of at the outside. Advertisements are bad and indifferent. In the first classification we place the one for Allie Roberts & Co., which is weak. The heading, "We don't break into print often, but we do break into the hearts of our customers," probably because so long, was set in ten-point Cheltenham Bold capitals, the body of the advertisement being in nine or ten point. For a two-column seven-inch advertisement that is no head at all. Besides, there ought to be a contrast between heading and body. It makes a mighty dull-looking advertisement. In the second lot we would classify the display of the Roane County Bank, which is strong and effective as an advertisement. It would be more attractive — hence, more effective — if some of the type were less bold and if the border more nearly matched the tone of the display. An advertisement of bold type with a light and dainty border such as surrounds this one seems at once inconsistent. It can not be pleasing, because it does not conform to artistic standards. A study of the principles of design on the part of those responsible for the composition of your advertisements would shortly work wonders.

Pend d'Oreille Review, Sandpoint, Idaho.—Our compliments are extended upon the excellent Christmas edition. The first page, made up of illustrative material and printed in red and green — as are also the other three pages of the folio forming the "cover" — is in general quite attractive and very striking. The red, however, is a little too deep, affecting somewhat adversely the appearance of the lettered lines "Christmas Number" and the large marginal candle illustration. The effect would also have been better if the green had been deeper. The heading of the short article, "A Christmas Creed," is too small in relation to the other units of the page. Advertisements are striking in appearance, considered individually, but the appearance of the paper as a whole suffers from the fact that quite too large a variety of type faces were used. Some of the faces are not attractive, which means that maximum effectiveness does not result despite the excellence of display and arrangement. The print, we should mention, is excellent.

W. R. Rolfe & Son, Launceton, Tasmania.—The *Courier Annual* is decidedly interesting. The practice of progressive newspaper publishers in British provinces issuing annual pictorial editions is a fine one, such of them as we have seen being very interesting indeed. The striking and effective cover of your own 1922 annual is especially well designed, although a color combination not quite so "warm" would appeal more effectively to the writer. The most interesting features are the halftone illustrations of beautiful local scenes. These are invariably well rendered, often being printed in green and sepia, giving a more natural effect than would result from the use of black ink, and also brightening up the issue generally. Advertisements are rather carelessly arranged, and with too little regard for the value of white space. The ill effect they create is not so much on that account as because several type faces are often found in individual displays. Crowding and the use of worn and battered rules which do not join well — and of type worn to such an extent that perfect impressions are impossible — are likewise weaknesses you should endeavor to overcome.



Here we have a unique border formation which adds variety and hence attractive force. It aids in accommodating the relatively large cut to the space, too, for the effect of the arrangement of the word "Sale" is better here than it would be in a formal border arrangement.



As an advertisement, particularly from the standpoint of appearance, the one at the left above could easily be improved. But as representative of a style — light-tone types and wide white margins — what do you think of it as compared to the advertisement at its right? Both are clipped from the Atlanta (Ga.) *Journal*. We will wager a guess the store's advertising man dictated the style of the Bass advertisement. The Lewis advertisement, on the other hand, indicates a better conception of what forces attract and repel.



Carbondale Item, Carbondale, Colorado.—We can see that you went to considerable expense for illustrations and ornaments on your special Christmas edition and, hence, hesitate to tell you the results scarcely justify your expenditure. The paper, that is, the part of it produced in your shop — mostly advertisements — is sloppily gotten up. We believe the numerous ready-print pages are a liability rather than an asset, as they all but smother what little local stuff there is. The first page is too complex; half the material of that page simply arranged would have been far more effective. Indeed, the effect throughout the whole paper is "spotty" and disagreeable, the effect attaching to the local news items through the use of three black stars as a dash between the items. Spotty borders add to the confusion, while body matter of advertisements set in capitals looks difficult to read and creates a complex effect. While the profusely illustrated two-page spread in red and green for the Dinkel store is naturally impressive, it is not so effective as it might easily have been made. The type is too small throughout. While we value white space as highly as the next one, there is a point beyond which it ceases to be an advantage and where it makes an advertisement loose jointed and, so, lacking in unity. Then, there is, of course, the effectiveness that big type contributes. We should often have larger type rather than an excess of white space. The center panel of this advertisement, set in black-face machine capitals, is however, the crowding evidenced in the display of Millman-Putnam (December 7) for example, and, most of all, the use sometimes of that crude block head-letter in advertisements.

New Prague Times, New Prague, Minnesota.—In volume of advertising, your Christmas edition is a humdinger. In execution, it is just fair. The print is uneven, pale in spots and with an excess of ink in others. In spots, too, the impression is altogether weak, which indicates the tympan was not changed between forms. A cut above proper height in one form wore the packing down and left a weak spot, which showed up on the following run as a pale spot in the print. The advertisements illustrate a lack of care in shaping up the various groups and in the distribution of white space. Thus they are not orderly, sometimes even clumsy. Good contour inside the border of an advertisement is essential to a pleasing appearance. You appear to have a large supply of Cheltenham Bold and have used it practically throughout for display. If one feels the need of a display face as black as Cheltenham Bold you could scarcely have made a better selection, but the fact that you have condensed, extra-condensed, regular and extended, and mix these different shapes in individual advertisements, weakens the effect of the uniform series. Crowding is apparent in many of the advertisements, but the fact that this large edition was executed by the regular force in five working days excuses some of its defects, regular editions probably being better.

Atlanta Journal, Atlanta, Georgia.—Print and makeup are excellent; the advertisements are well arranged and displayed, subject, of course, to manifest whims and fancies of some advertisers. Speed the day when store advertising men will either supply themselves with reliable information on the subject of type display or leave the matter of the arrangement of their advertisements to men who are experienced in the work. Then we will have better-looking newspapers and advertisements that will bring greater returns. A comparison here made between two advertisements in your paper relates to the point we have made. There may be some obvious plausibility in the advertising man's contention when he demands a black, smudgy effect in a bargain sale announcement, in that he does not aim to appeal to discriminating buyers.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Deutscher Buch- und Steindrucker"

This graphic trades monthly, issued by Ernst Boehme, 32 Telltowerstrasse, Berlin, S. W. 61, has just issued a special number devoted to lithography and offset, which is both handsome and instructive, as well as up to date. It has also issued a very attractive Christmas number. Copies may be obtained at 50 cents each from the publisher at the above address.

"Der Moderne Buchdrucker"

The Mergenthaler Setzmaschinen-Fabrik, of Berlin, has engaged Otto Schlotke, well known in German printing trade circles as a well informed writer and editor, to take charge of the editing and production of its house-organ, *Der Moderne Buchdrucker,* a number of the recent issues of which have reached us. The evolution of the linotype machine is the subject of several articles, while the typographic possibilities of the machine are shown by many fine examples of its work as well as by the high grade of the publication as a whole. The December, 1922, issue contains a specially interesting article on " Die Tragik des Setzmaschinen-Problems " (" The Tragedy of the Typesetting Machine Problem "). We have no doubt that copies will be cheerfully sent to any one interested upon making application to the editor, at 31 Moltkestrasse, Berlin-Gross-Lichterfelde, Germany.

"The Log of a Cabin Boy"

The story of the life and struggles, the disappointments and achievements of Max Schmidt, founder of the Schmidt Lithograph Company, San Francisco, California, which has been brought out in attractive booklet form, printed on India tint deckle-edged stock, with a sage-colored Castilian cover, reads like an epic. " The Log of a Cabin Boy " tells the story of Max Schmidt, who in 1871 quit his job as a cabin boy on a German freighter which put into port at San Francisco Bay. The youth was without a penny, which was exactly three cents less than Cyrus H. K. Curtis had with which to get under way, according to the biography of the great Philadelphia publisher written by Edward Bok, now running in the *Atlantic Monthly.*

How Max Schmidt " came back " after the great fire of 1906 laid San Francisco's business and manufacturing district in ruins, is dramatically told by his biographer, Elford Eddy, in this booklet of fifty pages. Today the Schmidt Lithograph Company employs more than four hundred persons, has a large modern plant and has paid more than a million dollars in dividends since 1906. The products of the company are shipped to practically every civilized country in the world.

How to Prepare a Catalogue

The second of the series of direct-mail advertising guides in pamphlet form published by Blake, Moffitt & Towne, San Francisco, California, has been distributed. The booklet is replete with timely pointers on the preparation of catalogues It covers the manifold ramifications of the work involved, including such problems as the catalogue appropriation, mechanical specifications, kind of paper, type of binding, dummies, illustrations, layouts, copy schedule, and finally the distribution of the completed book. Inside the back cover of the booklet is pasted a large demonstration sheet showing a sample layout, copy sheets and the finished page. This booklet is neatly printed on antique book paper and the cover stock is Araby cameo. It is for complimentary distribution to the patrons of Blake, Moffitt & Towne, San Francisco and Los Angeles, California.

"World Number" of the "Papier-Zeitung"

This semiweekly paper trade journal, published in Berlin, recently issued its third international number. The leading articles and many of the advertisements are printed in four languages — German, English, Spanish and French. Some three hundred advertisers are represented in its more than one hundred pages.

Type Book Combines Beauty and Utility

The type specimen book just issued by the Thomas P. Henry Linotyping Company, Detroit, Michigan, is an outstanding work of its kind in that it combines genuine physical beauty with convenient and ready utility. Aside from being an attractive and neatly printed book, showing the clean-cut type faces available at the publisher's plant, it is an exquisitely case-bound volume with a Malloy cover, upon which the title is beautifully embossed in gold, giving it a chiseled effect of bold relief work. While the primary purpose of the book is to present the type faces that have come to be recognized generally as the most acceptable to good typography, the compiler of the volume has made an effective effort to get away from the necessarily dry, mechanical form of specimen book. For instance, one chapter is devoted to a survey of the character of Benjamin Franklin. This will intrigue the interest of the student; it should prove to be of value and inspiration to the apprentice and it will refresh the craftsman's mind regarding facts of Franklin's life with which he should be familiar.

Useful chapters cover such subjects as copy fitting, proofreader's marks, standard customs and foreign language accents. The book as a whole is useful to advertising men, copy-writers, commercial artists and students; it should serve as a text book to the apprentice, a daily companion to the layout man, foreman and compositor.

Should the book perchance fall into the hands of the uninitiated, who may possess a real sense of beauty in typography, what sort of sidestepping would the publisher of this type specimen volume do should the uninitiated person order his job set in the same face of type as found on the title page or on the page devoted to the dedication of the volume — which are hand lettered? It is at once refreshing to review a volume of this character. As a whole it is a work of real distinction because it does something *more* than merely serve as a handy type specimen book.

"Self-Computing Copy-Area and Type-Area Charts"

BY HENRY L. BULLEN
Manager Efficiency Department, American Type Founders Company

Every one who has to do with determining copy and type areas as editor, copy-writer, printer or publisher has evolved some method of computation which is more or less satisfactory, as far as it goes. Various methods have been offered for sale, some of them expensive and elaborate, but whatever the method, a great deal of figuring is required, and with figuring there are chances of error; and figuring takes time.

There is now available an invention which bears the same relation to copy-area and type-area or cut-area problems that the slide rule has to quantitative and linear computations. The invention is in the form of charts, which, without adding, subtracting, multiplying or dividing, solve accurately all the area problems of the copy-writer, printer and publisher. The chart is based upon a mathematical discovery made by Winton L. Springer, a practical printer, to whom all the problems solved by his charts have been familiar for years. Springer's invention has been tried out for three years, and is now published in book form. Springer's method has been endorsed by the American Type Founders Company and by the manufacturers of the linotype and monotype machines, who have coöperated with the inventor — in the interest of their several customers — by preparing most complete and accurate tables of widths of alphabets of all job and body type faces in general use, and otherwise assisting him.

The Springer charts steer the users to solutions of their area problems with very little more mental effort than is required to read a compass. Any one can read and be guided by a compass, but it would take much space to explain the scientific principles underlying the simplicity of the compass. So it is that the Springer charts can not be explained scientifically in the space here available. Therefore, to demonstrate the simplicity and rapidity of the work of using the chart, a sample problem is here submitted, worked out by lines and guide letters on a reduced section of the text chart. The principle on which the various moves are made may be easily understood and memorized by users of these charts.

Please assume that you understand the very simple procedure, and then follow the lines on the chart with your pencil, noting the factors as they appear. The problem is to find the number of lines a piece of typewritten copy containing 16 lines, averaging 38 picas wide, will make if set in 12-point Scotch Roman, cast on 14-point body (or opened with 2-point leads) and set to 20-pica measure. At A on chart find 16 lines; at B is 38 picas, the width. At C, in column under 38 and in line with 16, the square-inch area of copy is found — 16.9.

No trouble at all to find the square-inch area. The area is the base from which the chart starts toward a solution of a problem, and it is at this point that the mathematical principle discovered by Springer gets into play. All copy, however written or printed, is extended automatically by the chart into abstract or theoretical lines, 10 inches long, each consisting of 100 character units (letters, points, spaces) and each line 1 pica deep (6 to 1 inch). The character unit is, in fact, the unit of the most used typewritten character, 10 to 1 linear inch, therefore 100 in 10 inches. In other words, each line of all kinds of copy, however diverse, is extended to one abstract and invariable quantity, a 100 per cent copy line. How are we to extend 16 lines of copy, each line 38 picas long, and therefore consisting of 65 character units, into 100 per cent lines? The chart does it, as may be seen by following the lines from B to C and C to D to E.

The chart, please observe, is 10 inches (60 picas) wide. At C the square-inch area was found to be 16.9. Now find in the last column of the chart (under 10) the nearest dimension to 16.9. At D we find 16.7 (near enough), and we find that 16.7 is in the tenth pica line from the top — 10 (at E). The actual copy of 16 typewritten lines, each 38 picas long, is thus found to be equal to 10 lines of abstract or theoretical copy, each line containing 100 character units. (Remember that these factors are found without any computing on the part of the user, who simply follows on from one to the other, automatically, as it were.)

Referring to the table of widths of alphabets furnished by the makers of 12-point Scotch Roman (on page 7 of book), it is found that the alphabet measures 154 points (F). Now, if the actual copy was set in 10 lines of equal length in types, the lower-case alphabet of which measures 154 points, the measure of each of those 10 lines would be found to be 46 picas. This fact might be ascertained by various ways of figuring, but why figure, when the chart gives you the answer (46) at G? The 10 abstract 100 per cent lines based upon theoretical character units have been reduced automatically to an actual measure based upon the length of the alphabet of the types.

At this point we must remember that while the face is 12-point, it is on 14-point body. In this connection please note at left side of chart various columns headed by the figures 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. These figures represent point bodies; the figures in the columns under them constitute a table of comparative type depths. The chart is still dealing with 10 abstract 100 per cent lines, so the next move is to the line in which 10 14-point lines are indicated at H.

From 10 (H) follow the line until it intersects the column under 46 (G), where find 15.4 (I), which is the square-inch area of the actual copy when set in the types specified. From I follow to 20 (J), the pica measure in which the types are to be set. Find in the column under 20 (J) the actual square-inch area, which is 15, at K. Follow in line with 15 (K) to the figures in column 14 of table of comparative type depths, and we find the figures 23 (M), which is the answer: The copy specified, set in the types specified in a measure of 20 picas, will make 23 14-point lines, which are found by reference to figures under 12 (L) in the table, to be 27 picas deep, equivalent to 4½ inches.

Please disabuse your mind of the seeming intricacy of the method. It is the explanation only that is necessarily complicated. Once the user knows what each move signifies he will solve a problem in a tenth of the time required to read the explanation. Besides solving problems such as the example, the chart solves five other kinds of problems.

The severest mental effort involved in computing by the Springer method is that of counting the lines of copy and estimating the width of the lines of actual copy. When the copy is typewritten both of these enumerations may be done quickly with a type gage. After the number of lines and their average width is known, the various calculations (all made automatically by the chart) show: (1) Copy-area in square inches; (2) number of 100 per cent abstract lines of copy; (3) area in square inches of copy when reset in type specified, solid or leaded with any number of points; (4) number of lines of types when set to required measure in lines of types specified with depth of the lines in picas or inches.

There are two Springer charts, each having various functions. The most important is the text chart, of which a section is shown herewith. Its functions are:

1.— To compute, without calculations, manuscript copy of any kind, typewritten or pen-written, in terms of square inches and depth in pica ems or inches, as well as the number of type lines of any body or width.

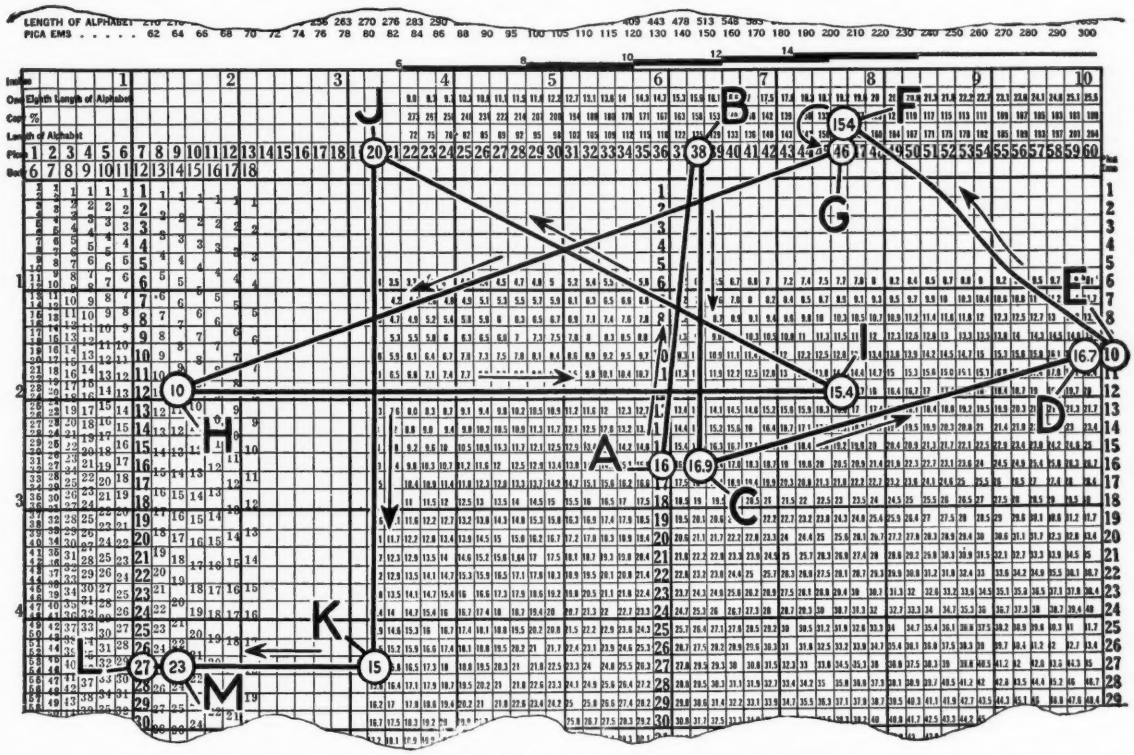
2.— To compute, without calculations, reprint copy of any body or width, in terms of square inches and depth in pica ems or inches, when set in smaller or larger type bodies and longer or shorter widths of lines.

3.— To compute, without calculations, the number of lines which any reprint pages will make when reset in the same types in other widths of lines.

4.— To compute, without calculations, the size of types (set solid or opened with any number of points) required to fill any prescribed space, when standard copy-area is known. The standard copy-area is found by the chart.

5.— To compute, without calculations, the amount of copy required to fill a given space, when the size of types (set solid or opened with any number of points) is specified.

6.— To compute, without calculations, irregular cut-areas, squared or round in shape, to be set in same measure with text matter. Cut-areas, when ascertained, are deducted from or added to type-areas.



Reduced section of Springer's Text Chart, which is used on the principle of the slide rule, for automatically computing copy and type and cut areas. The lines and guide letters on the reproduction are there to illustrate how a problem is solved, as explained in the text herewith.

The Springer line display chart is another great and reliable aid to the layout man and copy-writer. Its functions are:

7.— To compute, without calculations, in combination with a line record furnished with the chart, the measure which any word or words will occupy when set in capitals and lower-case or capitals only of any display types, after length of alphabet has been ascertained from the tables of widths of alphabets.

8.— To compute, without calculations, the size of any display types to use to fill any given measure.

No argument need be advanced to confirm a statement that any word method of copy computation is necessarily fallacious. The Springer charts deal with actual widths of alphabets, with square-inch areas, and standard abstract 100 per cent lines of copy, each factor precise and invariable, and therefore mathematically applicable to every kind of problem.

Springers' invention is now available in a book, "The Springer Self-Computing Type-Area and Copy-Area Charts," invented and compiled by Winton L. Springer, 200 Fifth avenue, New York city. The charts are ruled and printed on heavy hand-made paper. Full instructions, with examples, are given for each of the kinds of problems these charts deal with. Besides the tables showing the widths of capital and lower-case alphabets of hundreds of type faces, there is a blank "Special Shop List" in which type faces peculiar to one's own plant or printer may be segregated. Blank record forms are furnished for noting results as shown by the charts, the most ingenious of which is the line record used for ascertaining the measure which any word or words will occupy when set in any desired display types, or the size of display types required to fill a given measure.

The publication of this remarkable invention has been urged upon Mr. Springer by influential friends, whose work in this connection has been entirely voluntary, for the purpose of extending its benefits and in some small measure compensating the inventor for the arduous labors of three years spent in experimenting and proving the infallibility of the principle discovered by him. He is undoubtedly a mathematical genius, and is also the father of other ingenious time-saving inventions in use in printing plants. Other adventures in copy and type computing have been marketed at high prices, but Mr. Springer's is the first that has approached and solved the matter upon an invariably effective mathematical principle. Upon request to Mr. Springer an explanatory circular will be sent to those who are interested.

"Springer's Self-Computing Type-Area and Copy-Area Charts," with full explanations of the principle on which they are based, and instructions for using, in a handsome book, together with one pad each of Text Record and Line Record, may be purchased from The Inland Printer Company. The price is $25 net.

A BUSINESS organization must resemble a cobweb; a straight and direct connection must lead from each point to the center.—*Edward Goldbeck.*

Bits of Early History Concerning Inks

BY JOHN J. FISHER

THE origin and usage of inks, printing or writing, has never been an inspiring topic, for it furnishes little in the mind of the user to be enthusiastic about. Yet to ink we owe much, for it furnishes effect to our works. With its bright colors it catches the eye, often when attraction is nowhere else to be found, and even with its somber but commanding black it draws us to the message which it wishes to convey. Ink, the humbler factor in all forms of publicity, is nevertheless the foundation. For should it once fade when exposed to the light of day, then our books and ledgers would be worthless — plunging business into a state of chaos.

The origin of ink belongs to an era following the invention of writing, and data set forth as to this are variously ascribed to early Egyptians, who produced hieroglyphics 4000 B. C.; also to the Chinese 3000 B. C. But it is well known that the Greeks were early practitioners of this art in 1800 B. C.

After the invention of chirography, well informed nations kept scribes or chroniclers to give record in writing of all historical events. But there is no mention of writing in the Bible prior to the time of Moses. Practice of the art of writing upon rolls made from the bark of trees is very ancient and is alluded to in the Book of Job. Later even than this Hebrew scriptures were written in ink upon skins of animals or birds ceremonially cleaned. These were written in columns, one side only, and from right to left.

When the development of this art had succeeded the inscription upon stone or clay tablets, some material for marking with reed or brush was found necessary to amplify the progress of the times. Black and colored mixtures were compounded for this purpose, and this became the genesis of ink.

Antique ink included the use of a variety of dyes and pigmentary colors, which were also employed in the ancient art of dyeing, in which the early Egyptians also excelled. This is now believed to be one of the lost arts. The Bible often makes mention of black and brilliant hues, the original Hebrew word being *deyo*, so called because of its dense blackness.

Arabian methods for the manufacture of ink were to a degree complex. Lampblack was first made by the burning of oil, tar or rosin, which was then mixed with gum and honey, afterwards being pressed into small cakes, to which water could be added when desired for use.

About 1200 B. C. the Chinese perfected a method and invented India ink for blackening the surface of raised hieroglyphics. This was obtained from a soot produced by smoke of pine and the oil in lamps, mixed with a gelatin produced from asses' skins, and a musk to modify the odor from the oil.

Later various colors were originated and developed from the manufacture of crude inks. Each of the variegated hues had a symbolical meaning in these early times, and it is remarkable how closely the religious portent clings to the colors. Green was the emblem of freshness, vigor and prosperity. Blue was the symbol of revelation — a celestial color among the heathen nations; among the Hebrews it was recognized as a Jehovah color — the symbol of a revered God, hence a predominant color in mosaic ceremonies. Purple was generally associated with the dress of kings — with ideas both regal and majestic. Crimson and scarlet, from their resemblance to blood, were regarded as symbolical of life.

Later, in Christian times, only five colors were recognized as fitting for theological meaning and expression — these being white, red, green, violet and black. White was esteemed as being the union of all the rays of light — often referred to as a symbol of spotless purity and truth. Red was emblematic of both fire and love, while green, from its relation to vegetable life, was suggestive of life and hope. Violet was considered the color of penitence and sorrow. Blue was forbidden except as a color appropriate to the Virgin Mary. Black in its relationship to death and sorrow had a more mournful association than in modern times, and for that reason was far less popular.

A NEW SYSTEM OF INDEXING

What is probably one of the most radical departures in indexing has been devised by Charles G. Throop, of Chicago. It is adaptable to almost any form of indexing and replaces the regular thumb index in that it does not require die-cutting. For catalogues, directories and general reference works it should prove especially valuable, as it can be made to cover an almost unlimited number of divisions or classifications. The accompanying illustrations give a fairly good idea of the way the index is arranged. As will be noted in Fig. 1 the divisions or classifications are printed on the front of the book. They are also printed in a column at the right-hand side of the front cover and on the left-hand side of the back cover, or on inside sheets at the front and back. In the case of the Chicago telephone directory shown in Fig. 1, a double sheet of heavy paper is inserted in the center, thus simplifying the index by dividing it into two sections, the first covering the front half of the directory and the second the back half. This is shown more clearly in Fig. 2.

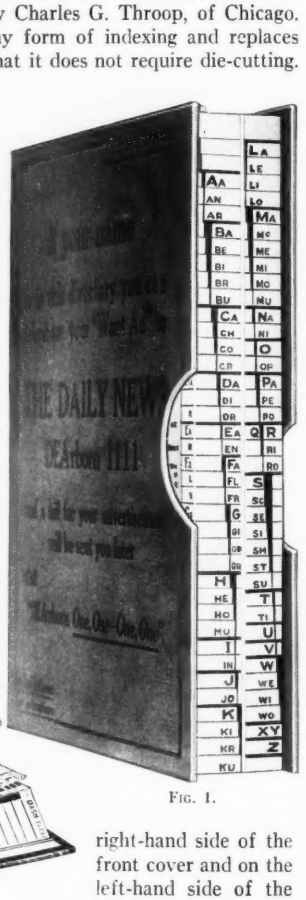


FIG. 1.

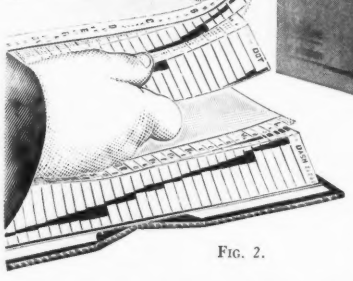


FIG. 2.

An interesting feature of the plan Mr. Throop has devised is the fact that the lines on the front of the book, both heavy and light, or dot and dash, making the alphabetical divisions, can be printed with the pages by inserting the rules in the margins. The letters on the front, as shown in Fig. 1, can be printed with a rubber stamp after the book has been trimmed.

Incidents in Foreign Graphic Circles

BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

THE late Lord Northcliffe, London's outstanding publisher, once had occasion to say, "I knew how to set type before I was seven. I have learned all sides of the newspaper business by practical experience. I can go down today to the machine room and start and stop the machines. I can operate the linotype machine."

THOSE who remember pre-typewriter days, when all sorts of handwriting came to the compositor's case, will sympathetically appreciate this item, from the *Scottish Typographical Journal:* "Certain experienced linotype operators in the west of Scotland have passed through a pretty bad time, owing to the illegibility of the manuscript of a work by Coy Silke, C. K. It was a severe strain on their health. One man went off work at an early stage. It is thought that he had 'seen' the copy. He returned about a month afterward in the mistaken belief that the copy would be finished. The second man suffered from heart-rending 'explosions' in his head and from nocturnal meanderings. The third man, who had never had a headache in all his forty-five years' existence, became also a martyr to various distressing symptoms. The first man had changed his entire mode of life. The second man for some time hunted for 'footnotes' among his bedclothes in the early morning hours. The third man has just been saved from total collapse. It is understood that they have consulted counsel in London as to whether they are entitled to compensation under the Workmen's Compensation Act from their employers, or, if not, whether they can get damages from the author."

A PROCESS ENGRAVERS' CLUB was formed January 9 in London.

GODFREY WALTER, for a number of years manager of the printing department of the London *Times* and a director of Blackfriars Type Foundry and other businesses, died recently, aged fifty-six. He was a son of the late John Walter, member of Parliament, and a great-grandson of John Walter, who founded the *Times*. He left an estate valued at £95,582.

THE *Newspaper World* has completed a quarter century of publication.

WILLIAM CONN, an employee of Livingstone Brothers, printers in Glasgow, while working recently at a paper cutter had both his hands cut off near the wrists.

JOHN IRVING, a retired stationer and a grand nephew of the poet Burns on Jean Armour's side, died recently in Edinburgh in his eighty-fourth year. He had been in the stationery business fifty years.

F. W. BRIDGES, senior proprietor of the *Caxton Magazine,* in January celebrated a fifty years' business jubilee. During this time he has been connected with trade journalism, and for a considerable part of it with publications that are connected with the printing trade.

A WRITER in the *British Medical Journal,* discussing the legibility of type, has this to say regarding the Arabic figures: "Much care has been expended in the past in deciding what is the best form of type, and the author agrees that the 'modern' style is the best, and he confirms the observations of Babbage [who at one time published a number of mathematical tables], who states that 'the clearness of facility of reading does not depend on the size of the type alone, but on the proportion of the type to the interval between the lines,' and 'figures of the same height, or nearly the same height, are preferable to those in which some of the digits rise above and others fall below the line, because they interfere with the space between the lines.' The author gives two settings of a table from Bradshaw, one in modern, the other in old style figures, and the modern with its even row of figures is distinctly more legible."

FOR the months of November and December the number signing the out-of-work books of the London Society of Compositors averaged eleven hundred, indicating a serious decline in the printing business of the metropolis.

ONE day in December about eight hundred men and women in the De La Rue & Co. printing works, London, ceased work for four hours, having struck because three elevator men (unionists) had been replaced by non-union women. After a conference between the employers and union representatives, the trouble was settled by restoring the men to their jobs.

W. C. CRICKMER, employed for forty-two years (thirty-three at night work) on the *East Anglian Daily Times,* has retired, owing to failing eyesight. The companionship presented to him a dark oak barometer (!). Which reminds your scribe of a case where, upon the retirement of a certain printing office foreman, those working with him presented him with—a beer stein! and the man wasn't a drinker. He appreciated their testimonial letter more than he did their gift. Imagine the joy of his wife when he brought the gift home.

THE executive council of the Typographic Association (which has jurisdiction in all of England outside of London) has passed a resolution suggesting an amalgamation with the London Society of Compositors.

THE Federation of Master Printers has materially enlarged its monthly publication, the *Members' Circular,* both in size and in the number of pages.

IT HAS just come to our notice that 1922 signaled the hundredth anniversary of the establishment at Birmingham of the first English steel pen factory, it having been started by John Mitchell, who was also the initial user of machinery in producing pens. At work with him he had his brother William and his brother-in-law, Joseph Gillott, the latter name still well known in the pen trade. Next came Joseph Mason, who founded the house known at present as Perry & Co., which is one of the most prominent in the pen industry. Today nearly all the British pens are still manufactured in Birmingham, the sole exception being London, where there is a pen factory.

IT IS reported that George Wilson, father-in-law of Hearst, the great American publisher, while on a trip to London inspecting English methods of producing illustrated newspapers, told a representative of the *Daily Graphic* that "the Englishman is the best printer in the world." Mr. Wilson evidently is quite an adept at flattery.

THE death, at the age of eighty-two, of Thomas James Cobden-Sanderson is announced. He had a reputation as the maker of beautiful books, being the founder of the Doves Bindery and Doves Printing Press, and his name is associated with that of William Morris in striving to improve craftsmanship in the production of books. They differed, however, in this respect, according to the *Daily Telegraph:* "Morris made appeal to the eye paramount by the use of a heavy-faced type and some profusion of ornament; his printed page was a type picture. Cobden-Sanderson realized that a book's primary appeal should be to the mind through reading, and the Doves Press editions are content with simple beauty of type and setting, eschewing decoration." His *chef d'ouvre* was a five-volume edition of the Bible, bound in vellum. His death occurred at Hammersmith.

THE question of how we came to have such large pages in newspapers may have been in the thoughts of many a reader. It is explained by the fact that the early English stamp tax on newspapers was fixed at a certain rate per sheet and did not discriminate as to the size of the sheet. Therefore, to print as much news and other matter as possible for the given amount of tax, the size of the sheets was gradually enlarged, until they finally became of "blanket" proportions. As yet English and American publishers have not seen their way clear to the printing of handy size pages, having, say five thirteen-em columns each. 'Tis a consummation devoutly to be wished, especially by those who do their newspaper reading in street cars.

GERMANY

ANOTHER rise in the price of printing has been announced. It seems, however, that these advances can never keep pace with the declines of the mark.

A CIGARETTE manufacturer has hit upon a novel way of advertising. In three-column width advertisements he shows views of various cities, a different one each time, accompanied by the superscription that smokers will find the F—— cigarettes on sale therein by the leading tobacconists.

WHAT is supposed to be the most ancient journal published is conserved in the library of the University of Heidelberg. It is a small brochure of twelve pages, issued in

1609, and was published by Johann Carolus. Our informant does not give the name of this periodical, which ceased appearing in 1634. It is noted that in it was given the first notice of the invention by Galileo of his telescope.

AFTER the war a number of the Russians who had been taken prisoners by the German army and were in retaining camps here chose to remain, instead of returning to their native land. The American Y. M. C. A. had furnished means enabling them while still in captivity at Wünsdorf near Berlin to start learning trades, among them that of printing, for which the H. Berthold typefoundry at Berlin rendered assistance by furnishing type and other material for their school. The students attending this have just started a magazine, entitled *Petchatnoje Iskusstwo (Printing Art)*, copying the title of a trade periodical which appeared in St. Petersburg some twenty years ago.

THE Canstein Bible Society, at Halle, recently had an exposition of Bibles, to commemorate the four hundredth anniversary of Luther's Bible. This concern, started in 1667, has printed Bibles in sixty-two languages and in many million volumes. The exposition contained not only the publications of the Canstein office, but most of the Bibles printed elsewhere since 1522. Several are uniques, whose value can not be estimated.

AT A sale in Bonn of a library of incunabula, containing four hundred pieces, the sum of 4,500,000 marks was realized. The highest price, 155,000 marks, was paid for a Ptolemaic Cosmographia, printed at Ulm in 1483. The next highest priced were Wolfram's "Parzival" (of 1477) and Petrus de Crescentii's "Opus ruralium commodorum" (of 1479), bringing 83,000 and 84,000 marks. A "Biblia latina," printed at Strassburg in 1479, brought 71,000 marks.

THE *Typographische Jahrbücher* has just issued an "Export Number," printed in three languages — German, English and Spanish.

AUGUST MEISENBACH, son of George Meisenbach, the inventor of autotypy, and head of the house of Meisenbach, Riffarth & Co., of Munich, Berlin and Leipsic, died recently at the age of fifty-eight.

THE Ostwald system of designating colors and shades is being adopted by several ink-making concerns. The idea is to do away with arbitrary and fantastic names for colors and to insure uniformity in the designations given them.

BY A vote of 21,523 for and 35,135 against it, the German Typographical Union has negatived the proposition to amalgamate the four large graphic trade organizations of Germany.

THE Technikum für Buchdrucker, a printing-trade school at Leipsic-Reudnitz, will celebrate its twenty-fifth anniversary next May. It has for many years published that excellent monthly, the *Typographische Jahrbücher*.

THE Bibliographic Institute at Berlin, which for three years has been working on a revision of the noted "Meyer's Konversationslexikon" (an encyclopedia), has announced to its editors and coworkers that it is obliged to discontinue the project, because of the enormous expenses necessary at present, it being estimated that an outlay of 300,000,000 marks would be required before the work could be gotten ready for sale.

UNDER the name of Normpapier-Handelsgesellschaft and with the trade-mark Eska-Norm, a company has been formed in Leipsic-Reudnitz to provide for the trade various printing papers in the systematic sizes that have been established by the Standardization Committee of the Graphic Arts. In addition to supplying paper, it will also help its clients to solve problems regarding standardization that may arise in practice. This is an example that might well be followed by some large American paper concern in respect to the hypotenuse oblong paper-size standards that have been figured out for some time past. It could make the best start with the 27 by 38 inch size.

FRANCE

A SCHOOL for music engraving has been started in Paris.

THE library of the poet, Edmond Rostand, consisting of about five thousand volumes, was recently sold, realizing 65,000 francs. One volume, stamped with the arms of Mme. de Pompadour, sold for 1,800 francs, and a series of twelve volumes by Corneille sold for 1,400 francs.

THE library of Herr Loewengard, former German consul at Lyons, which was sequestered in war times, was recently sold, the sum of 257,851 francs being realized. The library contained a number of ancient and rare works.

SOME one has proposed a tax of ten to twenty per cent on advertisements projected onto clouds by special illuminating machines on the ground or in aeroplanes.

A BOOK Arts Exposition was held at the Maison du Livre, 4 rue Felebien, Paris, February 9 to 24.

A NUMBER of cafés on the Paris boulevards no longer furnish sugar loosely; each cup of coffee is accompanied by three cubes of sugar, wrapped in small papers upon which advertisements are printed.

THE Academy of Sciences will spend 15,000 francs for the publication of an inventory of the scientific periodicals in the libraries of Paris.

AUSTRALIA

THE Sydney *Printing Trade Journal* tells this: "During the recent newspaper strike in Perth, Western Australia, a preposterously small boy gathered up his month's supply of papers, intending to take them to the butcher's as waste. But other ideas entered his head. He carefully folded each paper singly, then started off at a trot down the street, crying: 'Ere yar! Strike ended!' He sold them like hot cakes, running all the time and giving no change for silver tendered. He *had* to keep running."

WHEN, in 1894, twelve linotypes were installed in the office of the Sydney *Daily Telegraph*, fear as to their reception by the men led the publishers to erect a railing around the machines. There was only one entrance to the enclosure and a watchman was put on guard with a revolver. However, the precaution was not needed. The men took the matter philosophically. The twelve machines have now disappeared, after twenty-eight years' use, having been replaced by a later model. Two of the men who were the original operators of the machines are still in the office.

A CUSTOMS proclamation now revokes the prohibition of the importation into Australia of Bibles, hymn books or other books or literary matter printed in the German language and intended for use by the Lutheran Church in this country.

A COMPANY under the title Chinese Times, Limited, has been organized for the purpose of publishing Chinese periodicals in New South Wales.

ITALY

IT IS announced that Gabriel D'Annuncio, the poet and the warrior at Trieste, will found a daily newspaper.

AN AGREEMENT has been entered into by representatives of Italy and Germany (which awaits approval by the Reparations Committee), whereby the German Government undertakes to furnish books and scientific publications to the Italian State to the value of 4,000,000 gold marks. This bargain means that the German Government will have to carry through the biggest job of book buying on record, for several hundreds of thousands of books, publications and documents of various kinds will have to be procured.

ROMOLO DUCCI, a reviser in the Senatorial Printing Office at Rome, who is a linguist, the founder of the Roman Archeological Society and its journal, and the author of a number of notable archeological volumes, was recently presented with a gold medal in recognition of his work and for giving every Sunday for twenty-five years lectures on the history of Rome. This disciple of Gutenberg has through diligent study reached an unchallenged leading position among Italian archeologists.

SWEDEN

STATISTICS for 1921, just published, show that pulp and paper are now the most important Swedish item of export, these commodities forming 26.2 per cent of the total exports, while timber represents only 17.5 per cent, compared with 25 per cent in 1913, when paper and pulp represented 17.5 per cent.

CHINA

A NEW paper has been started at Shanghai by a German concern, under the title of *Deutsche China-Nachrichten*, with text in Chinese, German and English. This is the first German weekly to appear since the sequestration of the German papers that were formerly published in Tsingtau, Shanghai and Tientsin.

SWITZERLAND

THE Swiss Gutenberg Museum at Berne on December 16 opened a Winter Exposition of Swiss and Foreign Typography, which is to continue till the end of March.

SPAIN

THE Printing Art Society of Madrid recently celebrated the fifty-first anniversary of its founding, the festivities being held in the Teatro del Centro.

BOHEMIA

AN international exposition of newspapers was held in Prague from December 12 to 18, last year.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Smithsonian Institution Graphic Arts Exhibit Shown in East

The division of Graphic Arts of the United States National Museum, Washington, D. C., has sent out its traveling exhibit on a tour of the New England States. This attractively arranged exhibit shows both the technical and artistic sides of the processes employed in the graphic arts. Line engravings, wood engravings, lithographs, etchings, photogravures, aquatints, collotypes, and halftones are among the many kinds of prints shown.

The exhibit, which is shown under the direction of the Smithsonian Institution, contains material of special interest to printers and others engaged in the graphic arts. THE INLAND PRINTER enjoys the distinction of having two of its pages shown in this splendid collection. Upon completion of the tour in the New England States, the exhibit will be shown in other sections of the country.

Monotype Brings Out Simplified Caster

The district managers of the Lanston Monotype Machine Company met in Philadelphia during the week of January 15 to view the operation of the new monotype lead, slug and rule caster. The new caster is a greatly simplified machine, having but three cams and three movements. Mold changes are instantaneous, the leads are solid, rule faces true, and the footage delivered is said to be greater than heretofore known.

Typesetting Machine Engineers' Guild

Just over three years ago a group of several linotype machinists conceived the idea of getting together for the purpose of exchanging ideas and information regarding the problems which confronted them in connection with their work in charge of composing machines. Out of this gathering has grown what is now known as the Typesetting Machine Engineers' Guild of Chicago, an organization which is doing an excellent educational work in its field, the membership now consisting of more than sixty-three.

On Sunday afternoon, February 11, the guild celebrated its third annual dinner at the Hotel La Salle, a large number being present to enjoy the occasion. Following the dinner the president, Edward Donley, introduced the vice-president, William Redfield, who acted as toastmaster. A number of short talks were given, among the speakers being Walter C. Bleloch, western manager of the Mergenthaler Linotype Company; J. H. Palmer, Chicago manager of the Intertype Corporation; Harry Hillman, editor of THE INLAND PRINTER; John A. English, recording secretary and organizer of Chicago Typographical Union; Samuel Cann, president of Chicago Typographical Union; C. Z. Nelson and B. F. Chittick, of the Intertype Corporation; B. F. Mennenhall and Charles W. Deacon, of the Mergenthaler Linotype Company; William Reid; Harry Connor; Scott Eagen, of the Great Western Smelting & Refining Company; Harry G. Pottle, secretary-treasurer of the guild.

Linotype Company Issues New Illustrated Booklet

"The Big Scheme of Simple Operation," a seventy-five-page booklet which has just been issued by the Mergenthaler Linotype Company, Brooklyn, New York, represents an effort to make clear, through numerous illustrations, the inner mechanism of the linotype. The work is presented as a "personally conducted trip through the linotype," and should be of great value to the student, operator or machinist, and to the individual upon whom rests the task of deciding upon the machine to be purchased and installed in the plant.

West Virginia Pulp & Paper Company Issues Reference Book

The "Reference Book of Westvaco Mill Brand Papers" has just been issued by the West Virginia Pulp & Paper Company, Chicago. The book is cloth bound with heavy board covers and contains 123 samples of cover, book and bond papers. Among the coated papers shown are Velvo-Enamel, Marquette, Sterling, Westmont, and Pinnacle Embossing Enamel. Westvaco cover stock is shown in white, gray, India tint, brown, blue and goldenrod. Additional samples shown include Minerco bond, Origa writing, as well as Westvaco calendered book, English finish book, supermagazine, bristol, post card, offset and mimeograph stock. The book is neatly bound, and the size and arrangement are such that it makes a very handy volume for reference use in the office or stockroom.

Joins Arkin Advertisers Service

After eighteen years of service with the Chicago agency of the Mergenthaler Linotype Company, as traveling representative throughout the central States, and later in charge of all typographic problems, W. M. Nelis has resigned and joined the Arkin Advertisers Service organization.

Journalism Course Gives Coveted Newspaper Atmosphere

The Medill School of Journalism, Northwestern University, Chicago and Evanston, Illinois, has added a laboratory course to the instruction given in journalism. This novel course, which began February 15, is given in a large classroom in the downtown building of the university. The classroom has been arranged to represent a newsroom of a metropolitan daily. Students taking the course perform in all the capacities of the city newspaper organization, from "covering" actual news events to making up the paper in "dummy" form. The "daily," which is not put into type, is "published" by the class on Thursday of each week during the semester. The copy submitted and edited by the students is subsequently checked by the instructors against the same matter in the Chicago papers of the same day.

Columbia Adds Course in Typography

A new course in typography under the direction of James D. Gabler, New York city, has been added to the curriculum of Columbia University, commencing with the spring session. The aim of the course is to teach the students the origin, history and development of printing and the allied subjects. It will cover practical instruction in the preparation of manuscript, proofreading, spelling, correct division of words, uniformity in punctuation, capitalization and abbreviation, proper selection of type sizes and faces, printing, binding, ink, papermaking, artwork, engraving, the preparation of dummies and the visualizing of the finished work.

Develops New Method of Composition

A new method of composition on a slug beveled on both ends, and cast plate high instead of type high, with a possibility of obviating the necessity of making plates, has been developed by Howard A. Dudley, Hagerstown, Maryland. Mr. Dudley claims that its practicability should appeal to the printer or publisher, who is without electrotype foundry facilities and finds that plates must be had on publications where more than one edition is to be printed.

In his description of the new method, Mr. Dudley says: "Spacing material, leads and slugs are furnished graduated from one point to 12 point and metal furniture graduated from 2 line 12 point to 12 line 12 point cast 9 points high, beveled at each end and cut in labor-saving lengths of 16, 19,

22, 25, 28, 31 and 36 ems wide including bevel, for slugs with a type-printing surface of 15, 18, 21, 24, 27, 30, 35 ems width, or intermediate printing surface widths which can be gotten on our standard slug by indenting, the extra em on the slug being taken up by the bevel.

"Composition from the machine comes without any change in the operating method whatsoever, is delivered in the same manner, and dumped on a special galley with flanged edges, the flanged edge immediately locking the slug in place when matter is straightened up, again improving on the old method by locking immediately and avoiding the possibility of pi-ing.

"The usual method of proving, reading, correcting, etc., proceeds in regular routine manner and matter set goes to the makeup man. Paging again proceeds in routine, except that this method is followed: Instead of paging and tying up, the makeup man makes up on the new method paging galleys, inserting the beveled edge of the slug under the flanged edge of the galley, and from this point on the composing-room handling ceases — no foundry lockup, no stone lockup, no foundry reading, no stone reading; the pages made up are delivered ready for pressman in the secured page galley form, and here the economy in handling, plate saving, labor saving, space saving, storage room saving, will impress itself on the practical printer."

New York Printing Educators Confer With Linotype Representatives

The Educational Committee and class instructors of the New York Employing Printers' Association met with representatives of the makers of the linotype at the Advertising Club, New York city, January 22, to confer on problems that arise in the teaching of printing. Those who spoke were: J. A. Hall, managing director of the New York Employing Printers' Association; A. F. Stoiber, of the department of typography, Mergenthaler Linotype Company, and Walter S. Carroll, chairman of the Educational Committee of the employing printers. Others who participated in the general discussion were: Joseph P. Smith, of the Richardson Press; Wilson Goodbody, of the Kalkhoff Company; James S. Martin, of the Remington Typewriter Company; E. H. Whitney, of the Gibbs Press; Charles A. Porter, cost accountant, and Robert H. Martin, John E. Allen, F. T. Denman and Laurance B. Siegfried, of the Mergenthaler Linotype Company.

Organize Graphic Arts Association

Twenty of the thirty-four master printers of Broome county, New York, met at Binghamton, New York, January 13, and organized the Graphic Arts Association of Broome County. Officers elected were: Harry J. Freeland, Endicott, president; M. D. Vail, Binghamton, vice-president; Earl Hinaman, Binghamton, secretary, and F. A. West, Binghamton, treasurer.

The following is the code of ethics adopted, which expresses the purpose of the association: To encourage and foster: (1) High ethical standards in business; (2) The development of a broad acquaintanceship as an opportunity for service as well as an aid to success; (3) The interchange of ideas and of business methods as a means of increasing efficiency and usefulness; (4) The recognition of the worthiness of the printing industry.

Benefits: (1) Making the acquaintance of men whom members ought to know, genuine, wholesome good fellows; (2) Developing of a better understanding among members; (3) Education in methods that increase efficiency; (4) Business returns that come from inspiring confidence in one another and in the public with whom members come in daily contact.

Membership is limited to those who are engaged in the manufacturing and selling of printing.

Mr. Hinaman, the secretary, would appreciate if secretaries of similar organizations would correspond with him offering suggestions that may prove helpful.

Paper Industries Exposition

One of the features of the Paper Industries Exposition which will be held at the Grand Central Palace, New York city, during the week of April 9, will be a number of motion pictures showing the manufacture of paper. Among the companies whose films will be shown are the International Paper Company and the Mead Company, both of Dayton, Ohio; Strathmore Paper Company, Mittineague, Massachusetts, and the Nekoosa-Edwards Paper Company, Nekoosa, Wisconsin.

Issue Printed Bulletin

"Sidelights," which for the past two years has been issued fortnightly in the form of a mimeographed bulletin, as part of the printed salesmanship booklet campaign of the American Writing Paper Company, Holyoke, Massachusetts, is now published in printed form. In its new dress, "Sidelights" is a twelve-page pamphlet, 4½ by 7 inches, and is gotten out by the general service department of the company at Chicago. The pamphlet carries numerous testimonial letters from printers, advertising men and buyers of printing.

West Coast Civic Bodies Observe Birthday of Franklin

The anniversary of the birth of Benjamin Franklin was observed jointly by the San Francisco Advertising Club, the Printers' Board of Trade and the Chamber of Commerce with a banquet at the Palace Hotel, San Francisco, California, on January 17. Telegrams from two members of the craft of Franklin, President Warren G. Harding and Friend W. Richardson, governor of California, were read at the gathering. Copies of the autobiography of Franklin, autographed by Governor Richardson, were distributed to members of the printing class of the San Francisco Polytechnic High school, who were guests at the banquet.



A Printer's Back Yard in Honolulu, Hawaii

Basking in the tropical sunshine in the beautiful garden in their back yard are Edward Towse, president of the Mercantile Printing Company, Honolulu, Hawaii, Mrs. Towse and their son.

Walter Barrett Now With Standard Typesetting Company

Walter W. Barrett, for a number of years first vice-president of the International Typographical Union, in which capacity he rendered valiant service to the printing trades as well as to the members of the union, has accepted a position on the sales force of the Standard Typesetting Company, Chicago. This move places Mr. Barrett with a concern which has made rapid growth, and which is serving the printers as a trade-composition plant, handling both linotype and monotype composition and makeup. It also places him in a growing field, as the trade-composition plant is becoming more and more recognized as an important factor in the industry, especially in the larger printing centers.

Mrs. Clara J. Shepard Takes Active Interest in Business

For a number of years Mrs. Clara J. Shepard, vice-president of The Henry O. Shepard Company and The Inland Printer Company, Chicago, has taken a keen interest in almost every phase of the printing industry, being a regular attendant at many of the conventions and other meetings held



Mrs. Clara J. Shepard

by printers. This interest has led her into taking an active part in the business of the above two companies, and she will now be found every day at her desk in the office. Clara J. Shepard is the only daughter of the late Henry O. Shepard, the founder of the two companies.

Buys Rochester "Times-Union" Job Department

The purchase of the commercial printing department of the Rochester (N. Y.) *Times-Union* by the Foss-Soule Press, Incorporated, has recently been effected. The business involved in the transaction was organized in 1828 and was operated during the life of the Rochester *Union & Advertiser* and continued in operation when the *Union & Advertiser* and the Rochester *Evening Times* were purchased and merged as the *Times-Union*. Clarence L. Foss of the new firm has been manager of the printing department for the *Times-Union* for the past four years, and Karl T. Soule is a former resident of New York city, where he was connected with the advertising department of the Universal Film Company.

Boston Craftsmen Plan Trip to Bermuda

The Boston craftsmen, now enjoying or enduring more heavy snowstorms than they have had for many years, have planned a printing craftsmen's excursion to Bermuda, "The Islands of Sunshine," for craftsmen and their gentlemen friends. The Furness-Bermuda Line Steamship "Fort Hamilton" has been secured for the exclusive use of the party, leaving Boston on Saturday, April 14, and returning Saturday, April 21, giving four days in Bermuda.

The special charter has made it possible for rates about one-half the regular prices. Over two hundred reservations will be available at $100 a person, with special accommodations available at $25 and $50 additional. These accommodations are regularly priced from $185 to $425 a person, with very few of the lower-priced accommodations to be had. The costs will include rooms and meals from start to finish, the payment of the war tax and side trips to Harrington's Sound, Devil's Hole, Gibb's Hill Light and Crystal Cave, four of the most popular Bermuda attractions.

U. T. A. Announces Summer Conference

The Department of Education of the United Typothetæ of America will conduct a conference for printing instructors at the U. T. A. School of Printing, Indianapolis, Indiana, to be held on July 9 to 21. A larger and more varied program than was offered last year is being prepared for the coming session.

Linotype Company Announces National Advertisers News Service

The Mergenthaler Linotype Company has inaugurated a special news service through the *Linotype News* and the *Linotype Bulletin* to dispense information on national advertising for the benefit of local publishers and printers who do not share in the appropriations in national campaigns.

M. O. Blackmore Editor of New Publication

The many friends of M. O. Blackmore will be glad to learn of his connection with Guenther, Bradford & Co., general advertisers, Chicago, where he will serve in the capacity of managing editor of a new magazine to be known as *Mail Order Advertising*. For many years Mr. Blackmore was the advertising manager of THE INLAND PRINTER, and for the past six years or over he has been the advertising manager of the Northern Jobbing Company, doing a wholesale business in general merchandise.

After years of extensive study of advertising problems Mr. Blackmore compiled one of the most valuable additions to the literature of advertising, which he published himself under the title "Merchants' Manual of Advertising." This work has become recognized as an extremely helpful reference book for merchants in connection with the preparation of advertising matter, and also for newspaper publishers who desire to render service to merchants in the way of preparing copy or suggesting campaigns.

In his new capacity Mr. Blackmore will be in a position to carry out ideas which he has had in mind for years, and also to realize his desire to help in a constructive way to spread the gospel of good advertising. We wish him the best of success, and know that he will command it.

Addresses Kalamazoo Typothetæ on Papermaking

Dr. R. E. Rindfusz, secretary of the American Writing Paper Company, Holyoke, Massachusetts, addressed a gathering of the Kalamazoo Typothetæ and the Kalamazoo Advertising League on January 17 at the Park American Hotel, Kalamazoo, Michigan. The making of paper and the sale and standardization of that commodity formed the subject matter of Dr. Rindfusz's address.

Eastern Publishers View Intertype Film

The four-reel motion picture produced by the Intertype Corporation was exhibited on January 19 before the Northern New York Press Association and was well received. The same film was shown on January 16 to twelve hundred students in the public schools of Paterson, New Jersey, where instruction in printing is part of the daily work.

Unusual Demand for Cromwell Tympan

Operating with full force twenty-four hours a day, the Cromwell Paper Company, Chicago, Illinois, makers of specially prepared tympan paper, enjoy the condition in business that obtains at infrequent intervals — that of not being able to meet the growing demand for their product. Such a state of affairs is a good portent of the general prosperity of those concerns affiliated with the printing industry which strive to market a superior article meeting a real need.

New Monotype Official

Harvey D. Best, for four years assistant to the president of the Lanston Monotype Machine Company, Philadelphia, Pennsylvania, has been elected a member of its Board of Directors and second vice-president of the company. He will be in direct charge of sales. Mr. Best has been with



Harvey D. Best

the Monotype company for seventeen years, and is credited with having been one of the first to foster the non-distribution idea. His theory that it cost less to throw away monotype composition than to distribute it was at first scouted as impracticable, but later gradually came to be more generally accepted and put into practice.

Brief Notes of the Trade

The Richmond Type & Electrotype Foundry, Richmond, Virginia, have recently been appointed agents in their territory for Sinclair & Valentine Company, ink manufacturers, New York and Chicago.

Between forty and fifty Wisconsin weekly newspapers were represented at the midwinter meeting of the Wisconsin Press Association and the Newspaper Short Course given by the University of Wisconsin Course in Journalism at Madison, Wisconsin, on February 1, 2 and 3.

Leiman Brothers, makers of pumps for automatic feeders, folders and labelers, have moved their New York offices to 60-62 Lispenard street, New York city.

An illustrated catalogue describing an extensive line of automatic machines for paper box making, package making, labeling and gumming has been received from the New Jersey Machine Corporation, 50 Union square, New York city.

W. E. Wroe & Co., paper wholesalers, Chicago, have moved their general offices to the eighth floor, Majestic building. The warehouse and shipping department will remain at the present address, 3630 Iron street, Chicago.

A. G. Gilman, vice-president and general manager of the Allied Paper Mills of Kalamazoo, Michigan, has been elected president of the organization, to succeed Arthur L. Pratt, who has been retained as chairman of the Board of Directors.

The Third Eastern District Conference of the International Trade Composition Association was held at the Hotel McAlpin, New York city, on February 7. The discussions held were of great importance to machine-composition plant owners as well as to the proprietors of printing plants.

A. F. Lewis & Co., publishers of the New York Printing Trades Blue Book, on March 1 removed to spacious new quarters in the Printing Crafts Building, 461 Eighth avenue, New York city. The Western edition of the Blue Book is scheduled to be issued about March 1.

Charles H. Ault, president and treasurer of the Jaenecke-Ault Company, Newark, New Jersey, has recently returned from South America, where he visited his company's agents in the principal South American cities, and the branch establishment in Buenos Aires.

"The C. & G. Manufacturing Company want only that business by which a customer will profit by the use of their products, and urge upon all of you to be watchful, careful, and understand thoroughly your customers' requirements." This quotation is lifted from the confidential "Portfolio for Salesmen Only," issued by the C. & G. Manufacturing Company, Chicago, in which the special features of the C. & G. trimmiter are explained and illustrated, and the business policy of the concern is enunciated.

Edwin L. Andrew has been appointed assistant publicity manager of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania. Mr. Andrew, who graduated from the College of Engineering, University of Wisconsin, in 1916, has been for a number of years connected with the Cincinnati office of the Westinghouse company.

A large shipment of parts and accessories for the Brehmer wire stitchers, book-sewing machines and folding machines has just been received by the Hoffmann Type & Engraving Company, 114 East Thirteenth street, New York city, representatives of the Karl Kreuse Company, Gebrueder Brehmer, Leipsic, and other manufacturers in Germany.

New Printing Machine Used by Insurance Company

Two machines of the type shown in the accompanying cut, built for the Prudential Insurance Company of America by the International Postal Supply Company for imprinting branch office addresses, also month and year on premium notices and receipts, have since their installation imprinted millions of these forms without a skip and without spoiling even a single card. This perfect record has been made possible by means of a positive feeding device which permits only one card to go through, and the automatic trip which insures every card being printed.

The machine is readily adjusted to feed paper or card stock from five points up. It is also equipped with two printing heads, one for the month and year, the other for the address. The month and year are changed every month, but the address electrotypes have to be changed frequently due to the short runs of from five hundred to five thousand and to the great speed of the machine, which prints at the rate of fifteen thousand an hour. The average time for changing electrotypes is only fifteen seconds.

Making and mounting the electrotypes on brass segments, shown in inset, was the most difficult problem, inasmuch as there could be no makeready. However, by means of a special mounting device electrotypes were finally produced with such slight variations as attested by the micrometer, that uniformly good printing results were secured. The success of the machine for work of this character, the facility with which it can be turned out as compared with other methods, and the large saving in cost of operation may be of interest to printers generally. Visitors are invited to inspect this new printing device at the Prudential printing plant in Newark, New Jersey.



This illustration shows a new printing device used by the Prudential Life Insurance Company of America for imprinting branch office addresses, and month and year on premium notices and receipts. Inset shows electrotype in cylindrical shape for use on the machine.

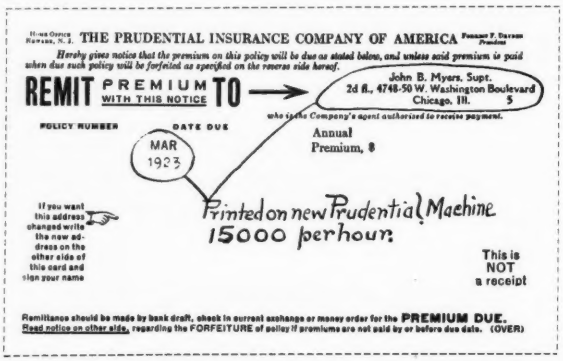


Illustration shows the work of the new device used for putting date and address upon insurance premium notices and receipts.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO

VOL. 70 MARCH, 1923 No. 6

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; New York Printers' Supply Salesmen's Guild; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, four dollars and fifty cents; to all countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisements for cause.

FOREIGN AGENTS

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

OFFICIAL NOTICE — In compliance with Section 22, Constitution, Laws and By-laws of the Sovereign Camp of the Woodmen of the World, proposals to print and deliver the Sovereign Visitor, the official organ of the Woodmen of the World, for such term as may be determined by the Sovereign Executive Council; also proposals to print and deliver at its office in Omaha, Nebraska, blanks, stationery, blank books, advertising leaflets, constitution, laws and by-laws, receipts, blank applications, etc., as needed during the period from June 1st, 1923, to June 1st, 1924, are invited. Specifications and conditions will be furnished on application to W. A. Fraser, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. Building, Omaha, Neb., and will be submitted at the first meeting in May, 1923, of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp of the Woodmen of the World, Omaha, Nebraska.

CLEAN BUSINESS AND GOOD PROFIT for printers handling our line of school commencement invitations and novelty folders; fifty cents (refunded on receipt of first order) will bring you our book of the most beautiful designs ever shown. Send for it. HARTER SCHOOL SUPPLY CO., 637 Huron Road, Cleveland, Ohio.

FOR SALE

FOR SALE — Large line new and overhauled complete printing equipment; New C. & P. presses, Hamilton wood and steel goods, Lee two-revolution presses, Liberty folders, Poco proof presses; 26 by 34 Pony Miehle, 35 by 50 No. 2 Miehle; 35 by 47 high-grade four-roller Whitlock; 26 by 35 and 30 by 42 Century presses; 44 by 62 four-roller Huber; 32 by 46 six quarto Cottrell drum with folder attached; 35 by 47 job and book folder; 20 by 30 Colts flat C. & C.; 51 by 68 Cottrell and 48 by 69 Scott regular factory make cylinder cutters and creasers; 46 by 62 bed Miehle with extension delivery, with and without Cross feeders. Complete outfits. WANNER MACHINERY CO., 716 S. Dearborn street, Chicago.

FOR SALE — Hoe magazine rotary press, widest web 61 inches, cut-off 36½ inches, spirally grooved cylinders so that any size or shape of plate can be used; products as follows: folded to 12 1-6 by 9 to 10 inches, six 12s or three 24s in one color (two webs) or three 12s in two colors (one web); folded to 9⅛ by 6 to 7 inches, four 32s in one color (two webs) or four 16s in two colors (one web). Full particulars on request. BAKER SALES CO., 200 Fifth avenue, New York city. (Many other desirable machines "used but good." Write us your needs.)

FOR SALE — Two 5-0 Miehle presses; four No. 7 Babcock presses (sheet size 33 by 48); one Dexter quad folder, with pile feeder; one Christensen four head wire stitching machine; one 35-pocket Juengst gathering machine with wire stitcher attached, and one Sheridan perfect binder; all machines have direct current motor equipment; can be seen running; sold reasonably to make needed space. HADDON PRESS, Inc., 19th and Federal streets, Camden, N. J.

FOR SALE — Harris automatic presses: three (3) two-color S 1 (16 by 20) presses; three (3) one-color S 1 (16 by 20) presses; two (2) one-color E 1 envelope presses; each press is of the latest type and guaranteed to be in perfect condition; full information regarding these presses upon request. M 608.

POCO PROOF PRESSES for sale; Model No. 2, bed 18 by 25 inches, in first-class operating condition; had only about six months' careful usage; a press which makes better proofs; regular price $250, offered for quick sale at $195 cash. GREEN & ELLIS CO., 1110 Sansom street, Philadelphia, Pa.

SELLING OUT 4 cylinders: 43 by 56 Whitlock, 39 by 52 Whitlock, 39 by 52 Campbell, 33½ by 45½ Cottrell; machines in Illinois, prices $300 to $800; can show set up. Also 36 by 48 6 or 7 quarto Mentges folder. WANNER MACHINERY CO., 716 S. Dearborn street, Chicago.

FOR SALE — We offer used Kidder roll feed bed and platen and rotary presses of various styles and sizes; also one 6 by 6 inch two-color New Era press; your inquiries solicited. GIBBS-BROWER COMPANY, 261 Broadway, New York city; 166 W. Jackson street, Chicago.

FOR SALE — One Hoe combined jig saw and drilling machine, table mounted on heavy pedestal having broad base preventing vibration; table size 29 by 31, floor space 27 by 29; first-class condition; price $300.00. FORT HOWARD PAPER CO., Green Bay, Wisconsin.

FOR SALE — Over equipped with four self-feeding American auto presses, 5,000 speed, 11 by 17 size, excellent condition; will sell two, $1,400 each on time payments, 10% off for cash; can ship anywhere. GARD-HIMSELF, 3025 Fifth avenue, Chicago, Ill.

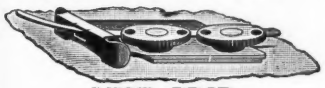
Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON
Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
E. L. MEGILL, Pat. and Mfr.
761-763 Atlantic Ave., Cor. Adelphi St., Brooklyn, N. Y.
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP
Send for booklet this and other styles.

PRINTING PLANT FOR SALE: fine equipment; largest plant in middle western city of 18,000; $50,000 annual business, capable of large expansion; owner desires to enter other business. M 723.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal stret, Chicago.

FOR SALE — Perfection Metal Pot (gas), 300 lbs. capacity; never used, in original crate as received; $35.00. CAXTON PRESS, 19 Hampshire street, Boston 20, Mass.

FOR SALE — One 44 by 62-inch 0000 Miehle one-color press with Upham attachment, making it capable of two-color work; A-1 condition; reasonable price. M 787.

FOR SALE — One Stokes & Smith press, A-1 condition, complete with motor and neutralizer, ready to run; immediate shipment; bargain. M 769.

FOR SALE — One Kidder press with back print with about every attachment made, $3,000.00; replacement value $7,000.00. M 780.

FOR SALE — Whitlock cylinder press, size 35 by 47, with special 32-inch motor, A-1 condition; inspection welcomed. M 777.

FOR SALE — Old style country Campbell printing press; also Mentges newspaper folder. C. F. SCHAFER, Huntingdon, Pa.

FOR SALE — No. 35 Babcock Optimus cylinder press; splendid condition. YAWMAN & ERBE MFG. CO., Rochester, N. Y.

MIEHLE PRESS, 38 by 50; electric equipment and machine running. M 789, care Inland Printer, 41 Park Row, New York.

FOR SALE — Trade plant in the heart of the populated district of United States. Write for particulars. M 795.

FOR SALE — P. 1 envelope blanket two-color. WM. GEGENHEIMER, Baldwin, New York.

HELP WANTED

Composing Room

WANTED — First-class stone man for a plant producing booklets, catalogues, direct-by-mail advertising and commercial printing; applicant must be non-union and have good qualifications; state age, experience, and wages expected. Address reply to A. W. McCLOY COMPANY, 1201 Penn avenue, Pittsburgh, Pa.

WANTED — Artistic job printer for an executive position; prefer a graduate of I. T. U. Course in Printing. DAVIS PRINTING CO., 82-84 N. Third street, Memphis, Tenn.

WANTED — Young man who has had a practical experience in book and job printing plant to train under an experienced estimator and to take responsible position. M 797.

PRINTER — Stoneman, one familiar with lock-up for book publication and catalog work; will pay high wages to a competent man; plant out of city. M 783.

Production Man

PRODUCTION MAN — Old, established paper specialty manufacturing concern near Philadelphia has a real opportunity for a factory production man who has had experience in printing or printing specialty manufacturing plants; this man must be able to increase production through capable direction and the proper scheduling of a large number of daily orders; he must also have ability to handle factory help. In replying state full details of experience you have had. M 778.

Salesmen

WANTED — Specialty sales agents familiar with printing pressroom problems to sell pressroom specialties; liberal commission. Write for details, giving references and territory covered. M 776.

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

LIVE SALESMEN WANTED in all principal cities and every state; printing machinery and supplies. M 791.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION — Learn to operate Milo Bennett's way; keyboard and lessons for home study or six weeks at practical school in Toledo at trifling cost. We sell Sinclair's book on mechanism of intertypes and linotypes; whatever machines are in use, Bennett's System, in conjunction with Sinclair's book, saves hundreds of dollars; every man connected with Bennett's school is a world-beater. Write for literature of almost unbelievable results obtained through study of Bennett's system. MILO BENNETT'S INTERTYPE SCHOOL, Toledo, Ohio.

LINOTYPE INSTRUCTION — Twenty-two linotypes; new Model 14; established 1900; more than 1,000 have attended. Call, write. EMPIRE SCHOOL, 133 E. 16th street, New York city.

MISCELLANEOUS

A 6-MONTHS BLOTTER CAMPAIGN — $50 — coming to you all at one time so you can print them at once and save production costs; copy, layouts, electros of 2-color illustrations; also full copy for accompanying sales letter each month. NOBLE T. PRAIGG, 639 Diversey Parkway, Chicago.

WANTED — Advertising stickers and gummed labels to sell to business men. G. EDWARD HARRISON, Agent, Baltimore, Maryland.

SITUATIONS WANTED

Bindery

SITUATION WANTED — Bindery foreman with ten years' experience as foreman wishes to make change; a thorough knowledge of all branches of the binding trade and machinery, also a practical knowledge of all branches of the printing trade. M 786.

BINDERY FOREMAN, 19 years' executive experience in all classes of work imaginable, good mechanic and producer, familiar with machinery, wants position. M 617.

SITUATION WANTED — Forwarder, finisher, ruler, anything in binding; 30 years' experience. M 680.

Composing Room

MONOTYPE KEYBOARD OPERATOR wants permanent connection with large concern as operator or in charge of keyboard department; over 7 years' experience with tariff, book, catalog and job work, working from coast to coast; fast and very accurate; 7,000 to 8,000 an hour on straight matter. M 790.

MACHINIST OPERATOR — Experienced, steady and competent; eight years in present situation; expert on tabular, miscellaneous job composition and ads; union or unorganized. W. C. ALLAN, Pierre, S. D.

Executive

WANTED — Position by young lady as head of accounting department with lithographing or printing house; in this line of work ten years and for past five had full charge of books, overseeing subordinates, also acting as cashier; age thirty years; presently employed, only reason making change is for bigger possibilities; salary $200 per month to start. M 785.

Ink Maker

PRINTING INK MAKER, graduate chemist; seven years' experience in manufacture of dry colors, varnishes and printing inks and in solving pressroom problems; executive and purchasing experience; only permanent connection considered; excellent references; strictly confidential; outline your proposition. M 796.

Managers and Superintendents

CAPABLE, EFFICIENT PRINTER-EXECUTIVE with extensive experience as composing room foreman and plant superintendent desires permanent position with reliable firm anywhere; just past forty; possess modern business common sense, backed by good judgment and shrewd study of men and methods; have knack for orderly and systematic planning and production of work; a ready grasp for a large amount of detail; experienced in buying and selling ends; office and factory routine; cost systems, production records; master of estimating; adaptable — not limited to any one line of work; handled state, county, bank, catalog, railroad, tariff, directory, blank book, loose leaf devices, factory, miscellaneous commercial printing; healthy, plenty of "pep" and vision; know value of minutes and what is needed to make a business grow; married; non-union. M 763.

SUPERINTENDENT — Do you want a high-grade executive who is a practical printer and pressman? I have spent 25 years in the printing trades and can lead the way in any department; understand costs and estimating, can handle men and bring system into your organization, also understand litho offset work; can not consider anything under $400 per month. M 784.

PRINTING SUPERINTENDENT — This man is foreman of composing room of a nationally known concern; practical printer, educated in all departments; organizer and systematizer; expert on type design; trained executive with a wealth of experience, tactful in directing men, methodical and economical in producing fine printing; age 37. M 793.

SUPERINTENDENT, FOREMAN or production manager; have had 35 years' experience; thorough practical typographer, excellent layout man; can engineer work from start to finish; good executive; now employed; open for change. M 588.

GENERAL SUPERINTENDENT OR MANAGER — Printing and lithograph experience; live executive, buyer, a practical man, pleasing personality; best references; seeking change. M 792.

Pressroom

PRESSMAN, THAT CAN PRINT, on Miehles, Optimus, Kelly, Delphos, Colts Armory, Miller fed platens and two-color presses, capable of running a pressroom, good color matcher, experienced in color work either carton or catalog, web experience making him an ideal man for a combination job, seeks a change; has been employed as foreman. HAVE YOU A PROPOSITION TO OFFER? M 782.

CYLINDER PRESSMAN, experienced on halftone and color work, wants change; four years at present position; will go anywhere; references; non-union. M 788.

PROCESS WORK —*and The Printer*

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $2.00, Post-free. Specimen Copy, Post-free, $0.50.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Sold by **A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E. C.**

PRESSROOM FOREMAN, several years with high-class color and halftone plants, desires a change; best of references; non-union. M 677.

ROTARY FOREMAN seeks position; twenty years' experience, including one, two and four-color presses; non-union. M 730.

WANTED TO PURCHASE

WANTED — 18 by 25 Scott drum press, complete job outfits, Miehle presses. WANNER MACHINERY CO., 714-716 S. Dearborn street, Chicago.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 41-43 Ellsworth avenue, S. W., Grand Rapids, Mich.

WANTED FOR CASH Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal street, Chicago.

WANTED TO BUY one 12 x 26 Kidder press with back print and attachments. M 781.

BUSINESS DIRECTORY

Bookbinding Machinery

LATHAM MACHINERY CO., 1153 Fulton street, Chicago; 45 Lafayette street, New York; 531 Atlantic avenue, Boston; Bourse bldg., Philadelphia.

HOFFMANN TYPE & ENGRAVING CO., 14 E. 13th street, New York city. Large stock on hand.

Brass Dies for Stamping and Engraving

HOFFMANN TYPE & ENGRAVING CO., 14 E. 13th street, New York city. Large stock.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Brass Typefounders

HOFFMANN TYPE & ENGRAVING CO., 14 E. 13th street, New York city.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert avenue, Cincinnati, Ohio, makes calendar pads for 1924; now ready for shipment; the best and cheapest on the market; write for sample books and prices.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER — Superior electric welded silver gloss steel chases; a complete line. For address see Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre street, New York. Electric and gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Die Cutting Specialists

FREEDMAN CUT-OUTS, INC., 489 Broome street, New York. Phone: Canal 8134.

Electrotypers' and Stereotypers' Machinery

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalog.

HOE, R., & CO., New York. Printing, stereotyping, electrotyping and photoengraving machinery. Chicago office, 7 S. Dearborn street.

Embossing Composition

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 5¾x9½ inch, 12 for $1.25 postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, $1; particulars, many specimens and testimonials for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Knife Grinders

THE SEYBOLD MACHINE COMPANY, Dayton, Ohio.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th street, New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre street, New York. Electric and gas machines that stop offset and electric troubles, quick-dry ink; safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paging and Numbering Machines

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

THE SEYBOLD MACHINE COMPANY, Dayton, Ohio.

Perforators

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Photoengravers' Machinery and Supplies

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalog.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and galley equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping, electrotyping and photoengraving machinery. Chicago offices, 7 S. Dearborn street.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SONS MFG. CO., 636-704 Sherman street, Chicago; also 514-518 Clark avenue, St. Louis; 88-90 S. 13th street, Pittsburgh; 706-708 Baltimore avenue, Kansas City; 40-42 Peters street, Atlanta, Ga.; 151-153 Kentucky avenue, Indianapolis; 1306-1308 Patterson avenue, Dallas, Tex.; 719-721 Fourth street, S., Minneapolis, Minn.; 609-611 Chestnut street, Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d street, Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase street, Boston 9, Mass. Established 1859.

Printers' Supplies

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

G. E. REINHARDT, Leipzig-Connewitz 138, Germany.

Printing Machinery, Rebuilt

THE RATHBUN & BIRD COMPANY, 17-19 Walker street, New York city. Printers' and Bookbinders' Machinists.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Ruling Machines

G. E. REINHARDT, late Förste & Tromm, Leipzig-Connewitz 138, Germany.

Slitting, Perforating and Scoring Attachments

HOFF Combination Slitter, Perforator and Scorer attachments. LESLIE D. HOFF MFG. CO., 1142 Salem avenue, Hillside, N. J.

Stereotyping Equipment

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros. COLD SIMPLEX STEREOTYPING — A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamps for literature. HENRY KAHRS, 240 East 33d street, New York.

Tags

MR. PRINTER — Send TAG inquiries and orders to THE DENNY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Type Founders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 557 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, West 310 First av.; Milwaukee, 125 2d st.; Winnipeg, Can., 376 Donald st.

BARNHART BROTHERS & SPINDLER, manufacturers of Type and Superior Specialties for Printers — Merchants of printing machinery and equipment, materials and supplies — factory at Chicago; sales and service houses at Chicago, Washington, D. C., Dallas, St. Louis, Kansas City, Omaha, Saint Paul, Seattle, Vancouver, B. C.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress street, Boston. 535-547 Pearl street, cor. Elm, New York.

EMPIRE TYPE FOUNDRY (est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y.; Delevan, N. Y.

Wire Stitchers

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock "Brehmer" wire stitchers.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Wire Stitchers, Bookbinders and Box Makers

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Wood Goods

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 114 East 13th street, New York city. Large stock in fonts and sorts.

The "M" School of Printing

Offers a high grade Correspondence Course in Hand Composition, Estimating and Presswork. *Write to*

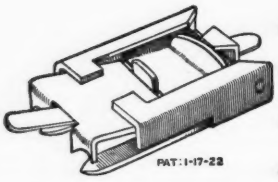
THE "M" SCHOOL OF PRINTING, Joliet, Ill.

BOOKBINDING

Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.

Correspondence Solicited.

MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.



***Jiffy* Universal Guide**

The Guide Without an Equal
STRONG, RUGGED, QUICK SET
Specify whether for Automatic or hand-fed Job Presses
Per Half Doz. $2.00 Per Doz. $4.00
Manufactured and Sold by
C. L. WELSH COMPANY
423 Woodruff St. Pittsburgh, Pa.

PASTE IT WITH JELLITAC "IT STICKS"

The Printer's Friend JELLITAC

One dozen cartons or our No. 1 bag mailed on receipt of $1.00
ARTHUR S. HOYT CO.
90 W. Broadway, New York

Wood Type

Eastern Brass & Wood Type Company
Largest Stock. Fonts and Sorts in All Sizes.
114 E. 13th Street
New York City

Phone • Harrison 5852
Frederick Dunham Co.
Printing Ink
PRINTING OFFSET & LITHO INKS
VARNISHES DRIERS DRY COLORS
441 S DEARBORN STREET
Chicago, Ill.

For Sale

COTTRELL ROTARY MAGAZINE PRESS

Printing both sides of sheet from web, 3600 to 4000 per hour, delivering unfolded sheets 37x49¾ in., which will fold to 32 pp. 9x12, or 64 pp. 6x9 in. A fine machine, capable of turning out the highest grade of rotary magazine work. Complete with motors and full equipment at less than one-third its price new. Full details and photo on request.

(*Mention our No. 344.*)

BAKER SALES CO. 200 FIFTH AVENUE NEW YORK CITY

We Have Many Other Fine Machines for Sale. "Used But Good."
Send for our List No. 26.

LEARN PHOTO-ENGRAVING

Uncrowded, highly paid profession. Six Months' Course Qualifies You. Our graduates in great demand. WE ASSIST YOU TO SECURE A GOOD POSITION. Modern equipment, terms reasonable, living expenses low. Catalogue furnished on request. *Address*

EATON SCHOOL of PHOTO-ENGRAVING, Effingham, Ill., U. S. A.

There is only one ENGRAVING
That produced by the Artist on Steel and Copper and EMBOSSED ON OUR PRESSES

MODERN DIE & PLATE PRESS MANUFACTURING CO.
Belleville, Illinois
Everything for the Engraving Department

PRINTERS OF HALF-TONES NEED—

THE MECHANICAL CHALK RELIEF OVERLAY

It contains all the "make-ready" that the cut requires. It is the original and only perfect Chalk Overlay. You can make it from the supplies that we furnish.

THE MECHANICAL CHALK RELIEF OVERLAY PROCESS, 61 Park Place, New York, N. Y.

Look for This Label

On the Paper You Buy

The Watermark That Insures Satisfaction

HOWARD BOND

WATERMARKED

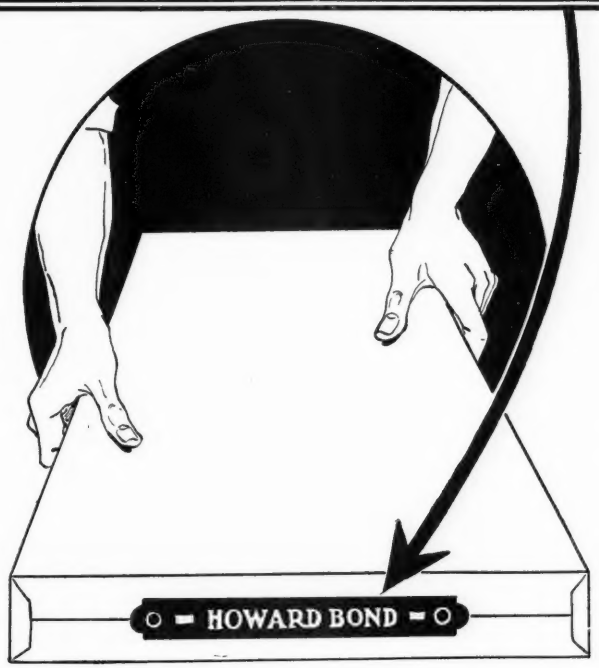
Compare It—Tear It—Test It—And You Will Specify It

The red label on each ream of HOWARD BOND is the manufacturer's guarantee of a standard, uniform bond paper, full weight, count and value.

Ask for HOWARD BOND by name. Look for the red label on each ream and for the familiar watermark in each sheet. Furnished in a variety of thirteen colors and four distinct finishes to meet every need of business. Comes in all standard sizes and weights. Sold by leading paper dealers everywhere.

Send for color chart showing its various uses.

Made by **THE HOWARD PAPER COMPANY, Urbana, Ohio**



New York Office:
280 Broadway

Chicago Office:
1148 Otis Building

HOWARD BOND **HOWARD LAID BOND** **HOWARD LEDGER**



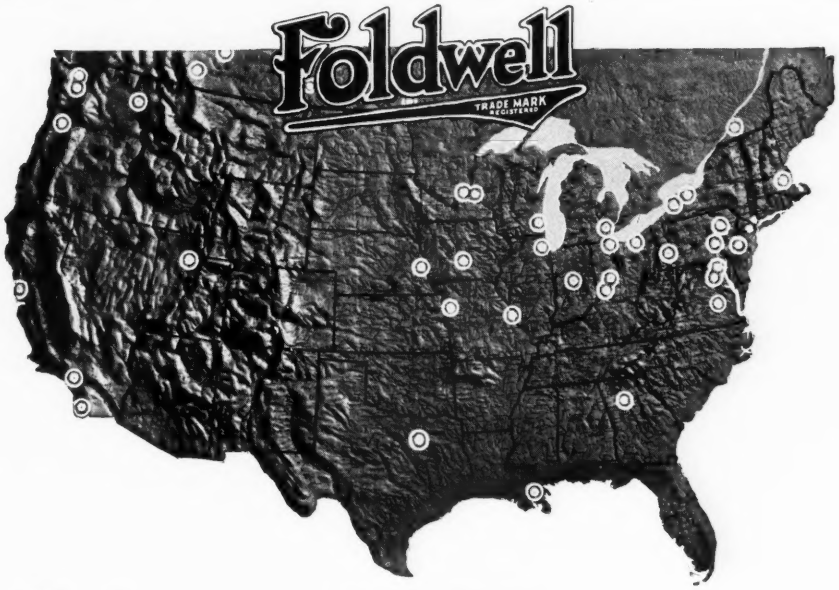
Gilbert Quality Papers

DREADNAUGHT PARCHMENT
LANCASTER BOND
VALIANT BOND
RADIANCE BOND
RESOURCE BOND
WIRELESS BOND
AVALANCHE BOND
DREADNAUGHT LINEN LEDGER
OLD IRONSIDES LEDGER
DAUNTLESS LEDGER
ENTRY LEDGER

GILBERT PAPER CO.
SUPERFINE
(Laid and Wove)

GILBERT PAPER COMPANY, MENASHA, WISCONSIN, U.S.A.

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*



Nationally Distributed

FOLDWELL has the distinction of being the one and only folding coated paper that is nationally distributed by the country's foremost paper merchants. That these distributors have elected to handle Foldwell in preference to any other folding enamel, is a forceful testimonial to the superiority of this paper.

You'll do well to induce your customer to use this higher grade paper and the better type of printing that should go with it. Complete satisfaction is so *certain* that the customer will very probably become a convert to high class printing—the kind that pays best.

BALTIMORE, MD.
D. L. Ward Co.
BOSTON, MASS.
John Carter & Co.
BUFFALO, N. Y.
The Alling & Cory Co.
CALGARY, ALTA., CAN.
John Martin Paper Co.
CHICAGO, ILL.
Chicago Paper Co.
CINCINNATI, OHIO
The Cincinnati Cordage & Paper Co.
CLEVELAND, OHIO
The Petrequin Paper Co.
DALLAS, TEXAS
West-Cullum Paper Co.
DAYTON, OHIO
The Cincinnati Cordage & Paper Co.
DES MOINES, IA.
Carpenter Paper Co.
DETROIT, MICH.
Chope-Stevens Paper Co.
EDMONTON, ALTA., CAN.
John Martin Paper Co.
HARRISBURG, PA.
D. L. Ward Company
INDIANAPOLIS, IND.
Century Paper Co.
KANSAS CITY, MO.
Kansas City Paper House
LOS ANGELES, CALIF.
Blake, Moffitt & Towne
MILWAUKEE, WISC.
Allman Christiansen Paper Co.
MINNEAPOLIS, MINN.
The John Leslie Paper Co.
MONTREAL, CAN.
McFarlane Son & Hodgson, Ltd.
NEWARK, N. J.
Lasher & Lathrop, Inc.
NEW ORLEANS, LA.
E. C. Palmer & Co., Ltd.
NEW YORK, N. Y.
Lasher & Lathrop, Inc.
Parsons & Whittemore, Exporters
Whitehead & Alliger
OMAHA, NEB.
Carpenter Paper Co.
PHILADELPHIA, PA.
D. L. Ward & Co.
PITTSBURGH, PA.
The Alling & Cory Co.
PORTLAND, ORE.
Blake, McFall Co.
REGINA, SASK., CAN.
John Martin Paper Co., Ltd.
RICHMOND, VA.
D. L. Ward Co.
ROCHESTER, N. Y.
The Alling & Cory Co.
SALT LAKE CITY, UTAH
Carpenter Paper Co.
SAN DIEGO, CALIF.
Blake, Moffitt & Towne
SAN FRANCISCO, CALIF.
Blake, Moffitt & Towne
SEATTLE, WASH.
American Paper Co.
SPOKANE, WASH.
Spokane Paper & Stationery Company
ST. LOUIS, MO.
Acme Paper Co.
ST. PAUL, MINN.
The Nassau Paper Co.
TACOMA, WASH.
Tacoma Paper & Stationery Co.
TOLEDO, OHIO
The Commerce Paper Co.
WASHINGTON, D. C.
D. L. Ward Co.
WINNIPEG, ONT., CAN.
John Martin Paper Co., Ltd.
WILKES-BARRE, PA.
D. L. Ward Co.

Folding Coated Book *Folding Coated Cover* *Folding Coated Writing*

CHICAGO PAPER COMPANY, *Manufacturers*
Desk 3, 818 South Wells Street, Chicago

FOR ALL KINDS OF FINE PRINTING



For catalogs, broadsides and folders.
Gives leather feel, leather looks,
at the price of paper

THIRD PRIZE DESIGN

— in the Ranger Cover Contest, drawn by Louis Capobianco

We will send you, gladly, full size design in colors, with sample sheets of Ranger Cover, assorted colors, for your use in making dummies.

They are free — write for them on your letterhead.

HOLYOKE CARD & PAPER CO.
49 FISK AVENUE SPRINGFIELD, MASS.

Manufacturers of Cardboards, Coated Papers, Cover Stock, Photo Mount and Calendar Stock, Specialties.

For sale by leading jobbers. Write for their names.

News is only News while it's *New*

The announcement, particularly the commercial announcement, is essentially a *news* story.

Its only claim upon the interest of the person it goes to is that it tells him something he should know.

Which means that, to be news, it must be spread at once.

A delay of ten days to three weeks while "envelopes to match" are being made up will often spoil a perfectly good announcement.

You can get Linweave Papers, with Envelopes to Match, right from your paper merchant's stock. The quick action and cheerful co-operation which you can always count on from your Linweave Merchant will enable you to put your prospect's announcement across while his news is *still new*.

Write your Paper Merchant, in the list at the right, for instructive booklet telling why the Linweave way is better.

NATIONAL ANNOUNCEMENT ASSOCIATION
SPRINGFIELD, MASSACHUSETTS
Fine Announcement Papers with
Envelopes to Match



ATLANTA, GA.
Sloan Paper Company

BALTIMORE, MD.
Barton, Duer & Koch Paper Company

BOSTON, MASS.
A. Storrs & Bement Co.

BUFFALO, N. Y.
Alling & Cory Company

CHARLOTTE, N. C.
Western Newspaper Union

CHICAGO, ILL.
Swigart Paper Company

CINCINNATI, OHIO
Standard Paper Co.

CLEVELAND, OHIO
Millcraft Paper Company

DENVER, COLO.
Western Paper Company

DES MOINES, IOWA
Western Newspaper Union

DETROIT, MICH.
Paper House of Michigan

FARGO, N. DAK.
Western Newspaper Union

FORT WAYNE, IND.
Western Newspaper Union

FRESNO, CAL.
Zellerbach Paper Company

GRAND RAPIDS, MICH.
Dwight Brothers Paper Co.

INDIANAPOLIS, IND.
Crescent Paper Company

KANSAS CITY, MO.
Midwestern Paper Company

LINCOLN, NEB.
Western Newspaper Union

LITTLE ROCK, ARK.
Western Newspaper Union

LOS ANGELES, CAL.
Zellerbach Paper Company

LOUISVILLE, KY.
Louisville Paper Co.

MILWAUKEE, WIS.
E. A. Bouer Company

MINNEAPOLIS, MINN.
John Leslie Paper Co.

NEW HAVEN, CONN.
A. Storrs & Bement Co.

NEW YORK, N.Y.
M. & F. Schlosser

OAKLAND, CAL.
Zellerbach Paper Company

OKLAHOMA CITY, OKL.
Western Newspaper Union

OMAHA, NEB.
Western Paper Company

PHILADELPHIA, PA.
Raymond & McNutt Co.

PITTSBURGH, PA.
Alling & Cory Company

PORTLAND, ORE.
Zellerbach Paper Company

RICHMOND, VA.
B. W. Wilson Paper Co.

ROCHESTER, N. Y.
Alling & Cory Company

SACRAMENTO, CAL.
Zellerbach Paper Company

SALT LAKE CITY, UTAH
Western Newspaper Union

SAN DIEGO, CAL.
Zellerbach Paper Company

SAN FRANCISCO, CAL.
Zellerbach Paper Company

SEATTLE, WASH.
Zellerbach Paper Company

SIOUX CITY, IOWA
Western Newspaper Union

SPOKANE, WASH.
Zellerbach Paper Company

ST. LOUIS, MO.
Mack-Elliott Paper Co.

WASHINGTON, D. C.
Barton, Duer & Koch Paper Company

WICHITA, KANSAS
Western Newspaper Union

FOREIGN DISTRIBUTORS

NEW YORK CITY
American Paper Exports, Inc

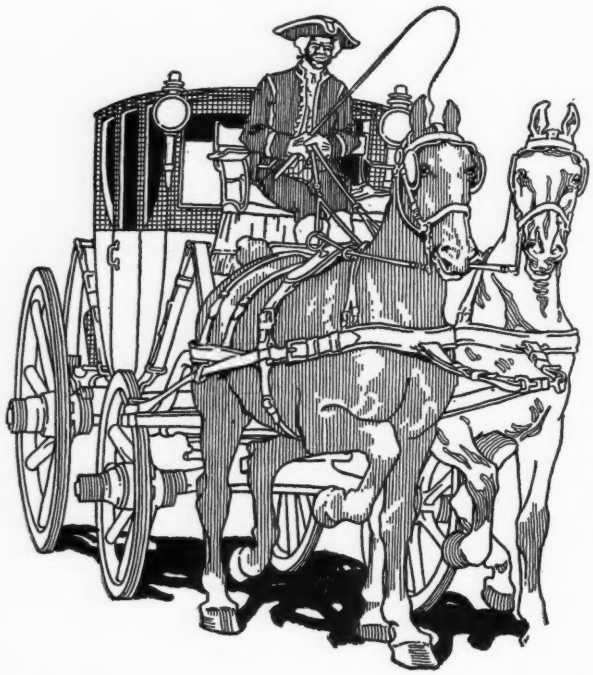
HULL, ENGLAND
G. F. Smith & Son, Ltd.

Linweave

PAPERS *and* CARDS

Envelopes to Match

The Hack at the Cherry Tree



A NEGRO whose recollections of great men appeared to run back further than one listener could stand was finally asked rather sarcastically, "I suppose you remember when George Washington took the hack at the cherry tree?"

"O yes, sah, I 'member dat very well," replied the smiling darky, "why! I done drove de hack."

That may have been one version of the affair, but the one that the world remembers and still talks about is the fact that the immortal George told the truth about the chopping when his father asked him.

There is an object lesson in the imperishability of a truthful story that is appreciated by many business men. No business is without a story to tell the public about the goods it has to sell. Above all, that story must be the truth and it must be told over and over again until it sticks in the public thought.

The finest typing and printing in the world cannot do justice to the job without suitable paper. Old Hampshire Bond is not only adorned by the message it carries but is so distinctive in itself that it adorns the message.

HAMPSHIRE PAPER COMPANY

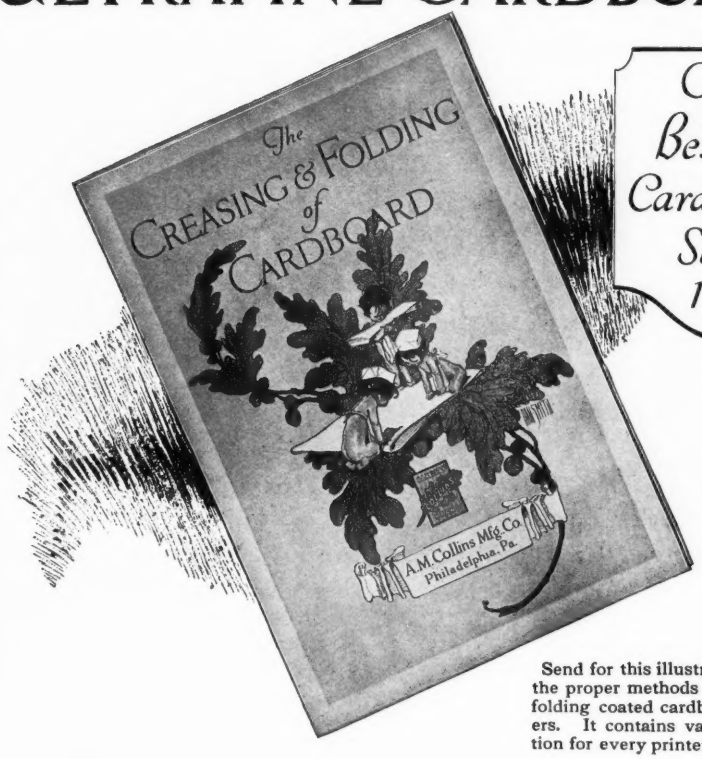
SOUTH HADLEY FALLS, MASS.

Makers of

Old Hampshire Bond

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

COLLINS ULTRAFINE CARDBOARDS



The Best in Cardboards Since 1857

Send for this illustrated treatise on the proper methods of creasing and folding coated cardboards and covers. It contains valuable information for every printer and advertiser

THE use of coated cardboards for folders, booklet and catalogue covers, mailing cards and broadsides has grown rapidly within recent years. It will continue to increase as more printers and advertisers recognize the obvious advantages of COLLINS QUALITY CARDBOARDS, the standard of quality in America.

The COLLINS LINE offers a range of cardboards for practically every purpose and in many thicknesses and colors. Every Collins grade has superior features plus a fine printing surface. The famous ULTRAFINE COATING used on Collins Translucents and Litho Blanks is the very best coating known and makes possible the finest printed results.

COLLINS COATED CARDBOARDS are sold through recognized dealers in the principal cities

A. M. COLLINS MFG. COMPANY

226-240 COLUMBIA AVENUE, PHILADELPHIA

New York Chicago Boston Cleveland

Mailing Lists are People

Don't let anybody in your place forget that those printed names or stencils stand for real, human people.

Your catalog or your booklet or your house organ is something somebody gets from you.

Each person is conscious of opening a container, taking out a piece of printing, and looking at it.

These people don't see anything to the printing you send them but what is there. If it's good printing, they see good printing. If it's poor printing, they see poor printing.

If you talked with a good printer and later gave the job to a poor printer, they see the work of a poor printer. If you consider using a good paper, but decided finally on a cheap paper, they see only the cheap paper.

If you started out to do a fine job, but item by item let mediocrity creep in, it's a mediocre job they see. What your mailing list thinks about your business is what your business is.

Send out Better Printing and each person on your mailing list will have a better conception of you and the things you sell.

better paper ∞ better printing

S. D. WARREN COMPANY has issued a series of constructive books offered as helps to business men and advertisers who prepare printing for a mailing list. These books deal with the preparation of house organs, broadsides, envelope stuffers, illustrated letters and return and business cards. They may be obtained free as issued from distributers of Warren's Standard Printing Papers.

S. D. WARREN COMPANY · BOSTON, MASS.

WARREN'S
STANDARD PRINTING PAPERS

FROM time to time we receive requests from printers asking for permission to reprint our copy over their own names. This permission is always gladly given.

Any printer is welcome to use all or part of the accompanying advertisement just as if it were written especially for him.

Warren's STANDARD Printing Papers

Princess Cover Paper

SPECIAL COVER-CUT SERVICE

HERE is a conventional cover design that prints with excellent effect on Dexter's Princess Cover Paper. We will be glad to loan this mortised plate to you for use on any catalog or booklet job calling for Princess Covers. Two sizes are available: 7 x 10 and 5½ x 8.

PRINCESS Cover Paper is made in four weights and ten rich colors. It is a paper of super-strength, designed to withstand hard usage without becoming cracked or dog-eared or soiled from repeated handling. It preserves the catalog as well as adding to its attractiveness.

PRINCESS Cover Paper is the oldest cover stock made, and all printers are familiar with its exceptional printing, folding, and embossing qualities. It is a staple line that never fails to give satisfaction. At present reduced prices, it comes within the estimate for all practical commercial requirements.

Write for full particulars of complimentary Cover-Cut Service

C. H. DEXTER & SONS, INC.
WINDSOR LOCKS, CONN.

Copyright, 1922, by C. H. Dexter & Sons, Inc.

Old Council Tree Bond

Letter Salesmen! Every business, large or small, employs letter salesmen, if no other kind.

Like personal salesmen, *letter* salesmen often win or lose a hearing on their *appearance.* Old Council Tree Bond has the looks, the feel, the crackle that enables the most casual observer to distinguish its superior character.

Since a message undelivered is no better than no message at all, it surely is wisdom for business men to select, and for printers to recommend, a paper that will gain a hearing for the message.

As in personal salesmen, experience proves that
the *best* usually costs the least.

DISTRIBUTORS

APPLETON, WIS. .....Woelz Brothers	LOUISVILLE, KY. .....Miller Paper Co.
BRIDGEPORT, CONN. ....Lasker & Gleason, Inc.	MILWAUKEE, WIS..... ...The E. A. Bouer Co.
BUFFALO, N. Y. .....Holland Paper Company	NEW YORK CITY.....J. E. Linde Paper Co.
CINCINNATI, OHIO. The Chatfield & Woods Co.	NEW YORK CITY.....H. P. Andrews Paper Co.
CLEVELAND, OHIO. The Union Paper & Twine Co.	NEWARK, N. J.....J. E. Linde Paper Co.
CHICAGO, ILL. .....Chicago Paper Company	NEWARK, N. J.....H. P. Andrews Paper Co.
DETROIT, MICH. ....Chope-Stevens Paper Co.	OMAHA, NEBR. .....Carpenter Paper Co.
DES MOINES, IOWA.....Carpenter Paper Co.	PITTSBURGH, PA. .....Potter-Brown Paper Co.
DULUTH, MINN.....Peyton Paper Co.	PORTLAND, ORE. .....Blake, McFall Company
GREAT FALLS, MONT...Great Falls Paper Co.	RICHMOND, VA. ....Epes-Fitzgerald Paper Co.
HARRISBURG, PA. .....Johnston Paper Co.	ST. LOUIS, MO. .....Acme Paper Company
INDIANAPOLIS, IND. .....Century Paper Co.	SEATTLE, WASH. ....American Paper Company
ITHACA, N. Y...T. G. Miller & Sons Paper Co.	SPRINGFIELD, MO. .....Springfield Paper Co.
LANSING, MICH. .....Dudley Paper Company	TACOMA, WASH. Tacoma Paper & Stationery Co.
	TOLEDO, OHIO.....Commerce Paper Company

NEW YORK CITY, *Export*..American Paper Exports, Inc.

NEENAH 18 73 QUALITY

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes.

Note the Tear and Wear as Well as the Test

Printed Salesmen

Catalogs are representatives of the house just as are the flesh and blood variety. The initial reception of both is largely influenced by their appearance, which should reflect the character of the house.

When the catalog comes through the mails fresh and uncrumpled it invites an interview. Like the substantial salesman with personality, it implies by its appearance that one's time will not be trifled with. On its impression value, as well as what it has to say, depends its usefulness. The salesman with personality is the one we like to have around, and the one who gets our business. The catalog with personality possesses equal merit.

As a printer your customers rely on your judgment. Justify that confidence by recommending the PENINSULAR Cover Papers. They give weight to the message they carry.

PENINSULAR Covers have the appearance, hold their shape and wear well. PENINSULAR Covers are quickly available through good paper merchants everywhere.

Among the following PENINSULAR lines you will find that intangible something called "Personality"— attractive individuality that gives character background to your printing art. They are made in a wide variety of textures, weights, weaves and colors.

The Peninsular Standard Lines Are:

Orkid Cover	Colonial Cover
Publicity Cover	Neapolitan Cover
Gibraltar Cover	Patrician Cover
Publishers Cover	Tuscan Cover
Onimbo Cover	Covenant Book and Cover

Write for detailed information.

Peninsular Paper Co.
YPSILANTI, MICH.
Makers of Uncommon Cover Papers

Buckeye Cover in The Year of 1922

In the year 1922 the aggregate sales of Cover Paper by the ten leading manufacturers of America were 78 per cent of normal.

In the same period the sales of BUCKEYE COVER showed an increase of 36 per cent over the sales of 1921, and exceeded by 291,365 pounds the sales of 1920, which were the largest of record to that time.



It is known to all that as a paper and printing year 1922 was far inferior to the boom years of 1919 and 1920.

The large and continuous increase in the use of BUCKEYE COVER can be explained only by the growing recognition of its all-round usefulness.

The Beckett Paper Company

Makers of Good Paper
in Hamilton, Ohio, Since 1848

THE BECKETT PAPER COMPANY, Hamilton, Ohio:

You may send us, without charge, Buckeye Specimen Box No. 6, containing your varied collection of printed and embossed work and of Buckeye Cover envelopes.

Name.....

Address.....

Atlantic Bond

Surface-marked sulphite bonds only *look* cheaper than Atlantic. We make our own sulphite; the saving pays for tub-sizing and a *genuine* watermark

Atlantic Bond Distributors

ALBANY—W. H. Smith Paper Corporation
ATLANTA—Sloan Paper Company
BALTIMORE—Baltimore Paper Company, Inc.
BOSTON—Cook-Vivian Company
Von Olker-Snell Paper Company
BRIDGEPORT—The Gorton Paper Corporation
BUFFALO—The Disher Paper Company
BUTTE, MONT.—Minneapolis Paper Company
CHICAGO—La Salle Paper Company
CLEVELAND—Millcraft Paper Company
DETROIT—Paper House of Michigan
DULUTH, MINN.—Minneapolis Paper Company
JACKSONVILLE—H. & W. B. Drew
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MANILA, P. I.—J. P. Heilbronn Company
MINNEAPOLIS—Minneapolis Paper Company
NEW YORK CITY—Miller & Wright Paper Company
Sutphin Paper Company
PHILADELPHIA—Molten Paper Company
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ORE.—Blake, McFall Company
RICHMOND—Southern Paper Company
ROCHESTER—The George E. Doyle Paper Company
SAN FRANCISCO—Blake, Moffitt & Towne
ST. LOUIS—Acme Paper Company
ST. PAUL—E. J. Stilwell Paper Company
SEATTLE—American Paper Company
SPOKANE—Spokane Paper & Stationery Company
TACOMA—Tacoma Paper & Stationery Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl Street, New York
W. C. Powers Company, Ltd., Blackfriar's House, London, E. C., England
J. P. Heilbronn, Manila, P. I.
ENVELOPES—United States Envelope Company, Springfield, Mass.
TABLETS AND TYPEWRITER PAPER—J. C. Blair Co., Huntingdon, Pa.

EASTERN MANUFACTURING COMPANY
501 FIFTH AVENUE · NEW YORK

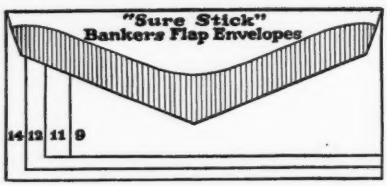


"Mr. Banker: We Can Make You Immediate Delivery Any Time on Bankers' Flap Envelopes"

Your banker is an influential man in his community. It's worth your while to prove that you can deliver real printing *service*. And you *can* make prompt envelope deliveries if you rely upon Western States for your stock.

Talk "W-Notched" extra heavily gummed flap envelopes to your banker. They're made particularly for bankers' use. Strong, tough stock — extra wide, heavily gummed, sure-stick flaps. Every sale of our Bankers' Flap Envelopes almost positively insures a repeat. *Nine grades, six sizes* — always in stock for immediate delivery. Glazed or unglazed Kraft and Manilas including 60-lb. and 80-lb. Jute Manila.

Get the Western States samples and prices before you talk flap envelopes to your banker — then you'll come away with his order.



Prompt Deliveries on All Grades

10,000,000 envelopes — 585 items — always in stock for immediate shipment. All sizes, grades and kinds from smallest size to largest "Catalog."

Strictly a Printers' and Lithographers' Service

Glazed or Unglazed Kraft, Red Rope and Manilas

No. 9.....3⅞ x 8⅞	No. 11.....4½ x 10⅜
No. 10.....4⅛ x 9½	No. 12.....4¾ x 11
No. 9⅝.....4½ x 9⅝	No. 14.....5 x 11½

We Protect the Trade — Western States Envelope Co. — Milwaukee Wisconsin — Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

Every Co-operation

BUYERS of Printing are becoming paper-wise through the national advertising of paper mills and through a natural interest in the elements that combine to make a well-printed unit. So it is becoming an extended service on the part of the printer, to help guide that paper-wisdom accurately (with a paper suitable for the purpose).

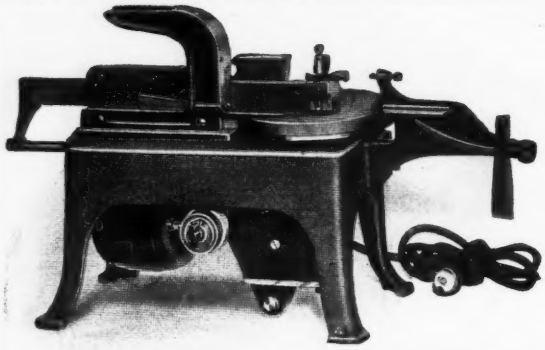
It is embarrassing at times when the buyer asks questions or sets up specifications which the printer finds puzzling. Yet that condition need not exist.

For more than seventy years of steady progress we have exerted every effort to assist printers in making their service count. Our mill contracts are made as a forecast to what you will require in giving the maximum of service. That you may serve the customer best, we must serve you *first*.

Thus you are protected here by immense warehouse stocks and every variety of weight, grade, color and finish in bonds, books, flats, covers, writings, cardboards, and—that broad range of paper products which will naturally be provided by a house which has extended every co-operation to the printing industry for nearly three-quarters of a century.

Bradner Smith & Company

175 West Monroe Street **Chicago, Illinois**



THE S & C SPACEBAND CLEANER

An Automatic Device for Cleaning Spacebands

The S & C Spaceband Cleaner cleans efficiently and uniformly a set of thirty spacebands in One Minute.

Can Be Operated By Anybody

When Attached to a Light Socket it is Ready for Use.

Measurements: 24 inches in length, 15 inches in height and 12 inches in width. Weight 73 lbs. Fits into any corner of the shop.

Descriptive circulars and particulars furnished upon request. When writing state whether you use Alternating or Direct current and voltage.

INTERLINO COMPANY

1017 Majestic Building **Milwaukee, Wisconsin**

For Your Kelly Press

The Eberhart Air Attachment

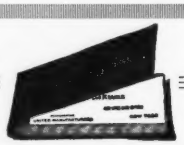
puts a film of air under each sheet as it is delivered. Prevents smearing and offset. Hastens ink drying. Can be installed by your pressman in fifteen minutes. No expense to operate. Will pay for itself in a few weeks. Already in use in a number of shops in Los Angeles.

Patent Applied For

IF INTERESTED, WRITE

D. B. EBERHART

701 Downey Road - - - - Los Angeles



Easy Money for You

There is money for you in Wiggins Peerless Book-Form Cards—just what your customers are looking for. They're always fresh and white and detach from handy leather booklets with a smooth straight edge. No waste, as they never rub and get soiled.

Scored cards supplied in blank form to be printed in your own plant. Lever binder cases permit cards to be carried firmly in place without delay and expense of binding.

Wiggins Cards bring orders for high-grade printing *and they sell on sight. Write today for samples and prices.*

WIGGINS Peerless Book Form CARDS

THE JOHN B. WIGGINS CO.

Engravers, Plate Printers, Die Embossers

1101 S. Wabash Ave. CHICAGO 705 Peoples Gas Bldg.

YOU DO NOT FIGURE ON POOR ELECTROTYPES

Then, why take chances with them?

You base your estimates on plates of good quality, and the excessive cost of make-ready and loss of running time in the pressroom occasioned by inferior, thin-shelled electrotypes may represent the difference between profit and loss to you. Command the skill, intelligence and careful workmanship of our efficient organization—give your pressroom a chance to equal in practice the anticipation of your estimator.

Dinse, Page & Company

725 S. La Salle St., Chicago Tel. Harrison 7185

Save on Your Roller Bill

Noe-Equl

The National Cleaner and Type Wash

Toughens the outer surface, giving more weather resistance. Keeps the pores of the rollers open at all times. Prevents rollers sweating.

Does Not Harden or Crack the Rollers

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

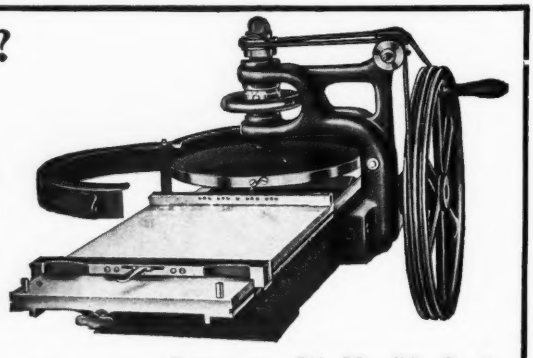
MAKE-READY TROUBLES?

WHY NOT USE A

TYPE-HI DISC PLANER

Where the TYPE-HI has been installed a saving of *more than seventy-five per cent* of time in leveling and "taking the rock out of" plates has followed.

Planes Wood *Planes Metal*



Exclusive Export Agents

Parsons Trading Co., New York, London

TYPE-HI CORPORATION - - - - - Syracuse, N. Y., U. S. A.

SUPERIOR ENAMEL



CALENDERING MACHINE

Where gloss is put on Superior Enamel. ¶ After every precaution is taken with formula, material and equipment, vigilance is not suspended in the Allied Mills. For it is at this point that paper takes on or loses quality. The human element determines largely how good a sheet will be. With born paper makers at work in the Allied Mills—1500 of them—a high standard of quality is assured for all Allied Papers.

For Better Catalogs and Booklets

SUPERIOR Enamel offers you a well coated surface that takes beautiful impressions—that holds the fine tracery of delicate engravings—that brings out the *full* richness of colors from process plates.

With *Superior Enamel* you can retain much of the beauty that one naturally expects to sacrifice in a catalog or booklet printed on a coated paper that is not too expensive. For this is an *Allied* paper—which means that it is made from carefully selected raw material and is handled by men who *live* paper and *know* how to work exceptional quality into it.

* * * * *

Superfine Enamel is an aristocrat of coated papers; *Superba* is another high grade enamel; while *Porcelain* admirably meets the need for a coated paper even lower priced than *Superior*. If you are after fine results and the *exact* stock for your *particular* needs, investigate these Allied Papers. We will gladly send samples on request.

ALLIED PAPER MILLS, Kalamazoo, Michigan

In writing for samples please address Desk 3, Office 7

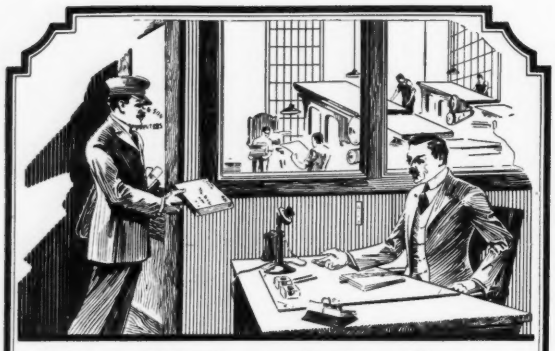
New York Warehouse: 471-473 Eleventh Avenue

ALLIED PAPERS

ALLIED PAPER MILLS · DEPENDABLE PAPERS · KALAMAZOO, MICH.

10 Paper Machines — *34 Coating Machines*

BARDEEN DIVISION · MONARCH DIVISION · KING DIVISION



"It will be there!"

Dependability is the biggest thing in Crescent Service. When you need good plates, and need them quickly, you can count on Crescent to do its part.

Our modern plant is equipped to absorb the big volume of our business in a manner that insures prompt handling of every job without sacrifice of quality.

Crescent is a dependable place to buy Art Work, Photo-Engravings and Electrotypes.

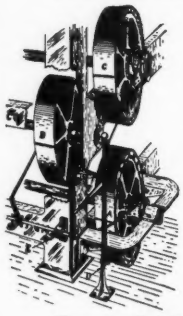
Crescent Engraving Co.
Kalamazoo

Your Story in Picture Leaves Nothing Untold

HORTON
VARIABLE SPEED
PULLEYS

WILL SOLVE
YOUR CHANGE OF SPEED PROBLEM

SPECIAL OFFER
ORDER ONE, install and use according to our instructions. If it does not do all we claim for it, **write us** and we will authorize its return at our expense.



NEW MODELS 15-O and 17-O
DRIVE SHAFT TYPE

Easily installed and adaptable to ANY machine using up to 5 H. P. where variations in load are not intermittently heavy and light.

Same Type as
FAMOUS MODEL "R"

Designed especially for all sizes and series of C & P Presses except NO FRAME FASTENINGS REQUIRED.

OTHER MODELS

In counter shaft type or for direct connection to motors.

Illustrating Stub Shaft and between bearings installations.

FOR SALE BY ALL PRINTERS' SUPPLY HOUSES

Products of the
HORTON MANUFACTURING COMPANY
Cable Address "HORTOKUM"
MINNEAPOLIS **MINNESOTA**



Simplicity and Economy

The A-K Push-Button Control Motor combines the advantages of moderate first cost, economy of current and upkeep, and durability. The cost compares favorably with that of the older types of motors without the convenient push-button control.

Single phase, alternating current, 25 or 60 cycles, belt or friction drive. Twelve pre-determined set speeds meet all the requirements of job presswork.

Send for a copy of our illustrated folder and price list. It describes our complete line of electrical equipment for job and cylinder presses.

Northwestern Electric Co.
Manufacturers of Martin Rotary Converters
Variable and Constant Speed A. C. Motors
408 - 416 South Hoyne Ave., Chicago, Illinois

Don't Have Dirty Mats

DIRT makes keys stick. Causes transpositions. Wastes time — money — patience.

Clean your matrices — quickly — easily — without injury — with our Matrix Cleaner.

Set more type easier. Get cleaner proofs. Used everywhere.

Trial bottle—enough for 3 fonts $3.00. *Order NOW!*

PARTLOW CORP.
UTICA, N. Y.

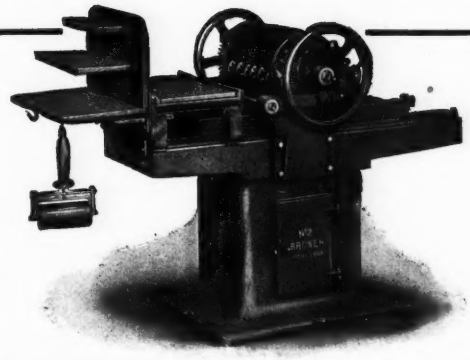
$3.00 brings trial bottle
PARTLOW
Matrix Cleaning Powder

If the appearance of your booklet, folder or broadside attracts the eye, your proposition stands a 100% better chance of being considered.

Some of the keenest minds are getting Direct Advertising Results from the Impressive Effects they get from Empire Bond. Let us show you!

The Second Series of "The Printer—The Bond—The Ad" showing some 1923 Direct Mail Ideas is yours for the asking —on your letterhead please

Carew Manufacturing Co.
Makers of Empire Bond
South Hadley Falls, Mass.



It Works From Either Side

The No. 2 B. B. B. (Brower Ball-Bearing) Proof Press

is a double-barreled machine. It is convenient to operate from either side. Handwheels and an ink plate that extends the full width of the press may seem trifles, but they actually save seconds on every proof.

The Brower is heavy and substantial enough to stand the strain, but it moves so easily that a child could operate it. Ball bearings under the bed of the press reduce friction to the minimum and insure easy movement.

Let us tell you some of the other advantages that have put the Brower in a class by itself. Made in two sizes:

No. O Brower 14x20 inch bed No. 2 Brower 17x26 inch bed

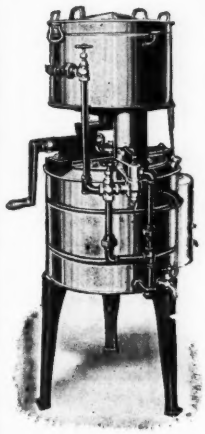
A. T. H. BROWER COMPANY

166 West Jackson Blvd., Chicago, Ill.

Sold by all Branches of AMERICAN TYPE FOUNDERS COMPANY and BARNHART BROS. & SPINDLER

Automatic Heat Control

Speeds up the work in the bindery



The WETMORE
Model A-D
Glue Heater

The time spent in watching the glue-heater to see that the glue does not become overheated or chilled can be devoted to more profitable uses when the Wetmore Model A-D is installed.

The glue is kept at a constant temperature between 140 and 150 by means of the Automatic Temperature Controller, thus insuring its greatest tenacity and tensile strength. It is impossible for the glue to be ruined by coming in contact with steam.

The Model A-D is made in five sizes from 2 gallons to 200 gallons daily capacity.

Many large binderies have found our equipment a profitable investment.

An illustrated booklet describing our complete line of glue handling equipment will be sent on request.

The New Advance Machinery Co.
Van Wert, Ohio



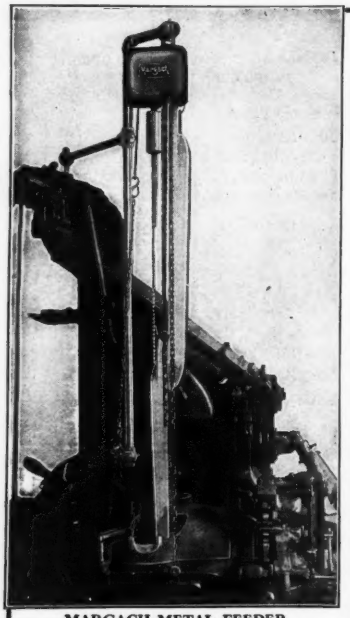
A Moderate Price Planer for Printers

The Howard Type-High Planer is a money-saver in any pressroom and will soon pay for itself. It reduces idleness of presses, decreases cost of make-ready, permits quick treatment of warped or high cuts.

It planes either wood or metal, produces absolutely accurate surfaces, is rapid, is not damaged by steel nails or tacks and runs for years without grinding the cutter. It is sold at a reasonable price and is within the reach of any printer.

Send for Descriptive Circular and Trial Offer.

WHITE MANUFACTURING COMPANY
GOSHEN, INDIANA



MARGACH METAL FEEDER
Linotype, Intertype, Ludlow and Elrod.
Gas or Electric.

The Margach Metal Feeder

$75.00

Can be applied to any slug or single type casting machine. It will save you $1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

For further information call or write.

THE MARGACH MFG. CO.
213-215 Centre St., New York

U. S. REPRESENTATIVES
Economy Products Co.
66 W. Harrison St., Chicago, Ill.
Des Moines Printers' Exchange,
310 Second St., Des Moines, Iowa
H. F. Wiegel,
535 Tuxedo Blvd., Webster Groves,
St. Louis, Mo.
John S. Thompson,
350 Sansome St., San Francisco, Cal.

FOREIGN REPRESENTATIVES
Toronto Type Foundry Co. Ltd.,
120 N. Wellington St.,
Toronto, Ontario
National Paper & Type Co.,
39 Burling Slip,
New York. N. Y.
Representative for
Mexico, Cuba & So. America

DO-MORE
Automatic
PROCESS EMBOSSER



The DO-MORE Automatic Process Embosser produces fine embossed, engraved and litho effects direct from type without the use of dies or plates

For further particulars and prices apply to

AUTOMATIC PRINTING DEVICES CO.
95 MINNA STREET - SAN FRANCISCO - CALIFORNIA

LATEST "PROUTY"

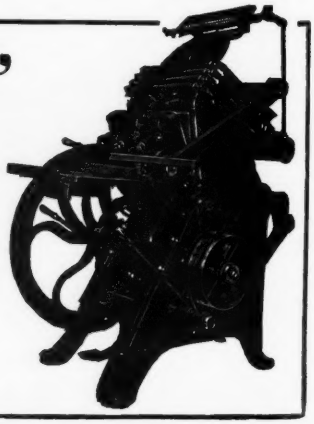
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

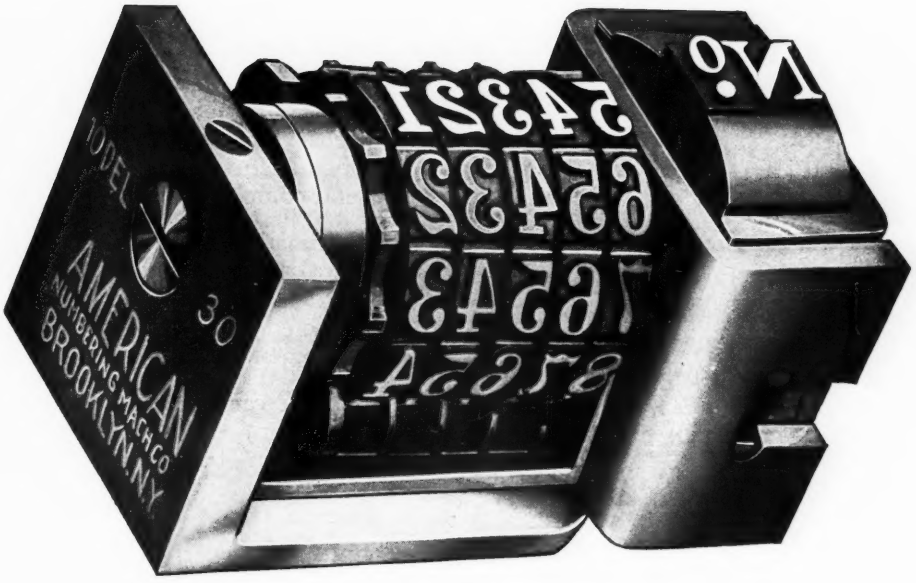
Obtainable Through Any Reliable Dealer

Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS





STANDARD TYPOGRAPHIC NUMBERING MACHINE OF THE WORLD

Model 30—5 Wheels - - - - - $16.00
Model 31—6 Wheels - - - - - 18.00

AMERICAN NUMBERING MACHINE CO
220-230 Shepherd Ave., Brooklyn, N. Y.
BRANCHES
123 West Madison Street, Chicago, Ill.
66 Houndsditch . London, England

Insures Foundry Economy

Nickel-Steel Stereotypes made in your own foundry at a big saving in *time* and *money*, with our Nickel Bath print as clearly as electrotypes.

Stereotype plates treated with this process prove satisfactory for duplicating type, line engravings and up to 110 line halftones. Full information upon request.

The Elgin Improved Hot Bender will bend stereotypes or electrotypes of any reasonable thickness (for rotary press use). Guaranteed to make perfect curve.

ELGIN BENDING MACHINE CO.
565 Douglas Ave., Elgin, Ill.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.
Main Office and Works: 1535 S. Paulina Street, Chicago
New York Office: 220 West 42d Street

Make Your Machine a Slug and Rule Caster

CAST YOUR OWN LOW SLUGS

With the Norib Low Slug and Rule Caster you can cast any number of low and ribless slugs, 30 ems long and 55 points high, as well as ribless rule and border slugs, all smooth and of even thickness, on the ordinary (Universal) mold of your Linotype or Intertype, with ordinary liners and slides. Attachment is inserted same as a liner—no holes to drill, no adjustments to make. Operation is identical with that of recasting rules from matrix slides.

Price: Outfit casting 6 pt. ribless low slugs and 5-9pt. ribless border slugs, $10.00. *Sent on ten days' approval.*

Write for details. Ordering state whether for Linotype or Intertype.

CAST RIBLESS RULES & BORDERS

THE NORIB COMPANY
132 W. 31st St., New York

ONE DROP *of* OIL



once in a while will about double the life and efficiency of the excellent

Morgans & Wilcox Job Locks and Lock-Furniture

Keeping them clean is very important but keeping them in use is much more so.

Stick Them in Wherever They Will Go!

Any space from one-and-a-half to eight inches is filled and locked by one of the five sizes of these incomparable Locks. Lock-Furniture comes in widths four to ten lengths and eight to one hundred and thirty-two picas.



Morgans & Wilcox Mfg. Co.
MIDDLETOWN, N. Y.
New York Office: 55 ANN ST. *Phone Beekman 4373*

Are You a Man with Vision? Do You Want to Progress?

We have attractive sales positions open—one in every state to represent a growing national corporation manufacturing printers' machinery and composing room equipment.

Ultimately opportunities will present themselves for several territorial sales managers. These will be selected from among our successful salesmen.

If you can qualify as a successful salesman, know the printing and publishing business, can make sales instead of promises, write us the details which you feel will help us to reach a decision. Positions are highly remunerative.

All communications will be held in confidence.

M 779—Care of INLAND PRINTER.

Sinclair & Valentine Co.

Makers of
Printing Inks and Dry Colors
for the past thirty-three years

Our modern methods and doubled capacity in our enlarged factory permit the service that present day printers require.

Our New York works alone cover over 100,000 square feet of floor space and we are equipped for every emergency.

Branches in all the Principal Cities

NEW YORK, 11-21 St. Clair Place
Formerly 606-611 West 129th St.

BOSTON.....516 Atlantic Ave. CLEVELAND.....321 Frankfort Ave.
PHILADELPHIA.....1106 Vine St. NEW ORLEANS.....315 Gravier St.
BALTIMORE..312 No. Holliday St. TORONTO.....233 Richmond St., W.
CHICAGO.....719 S. Clark St. MONTREAL.....46 Alexander Ave.
WINNIPEG..173 McDermott Ave.
CALIFORNIA, GRAPHIC ARTS INK CO., 240 WERDIN PLACE, LOS ANGELES
ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, CHICAGO, CANADA

Testimonials

EVERY page of this magazine could easily be filled with testimonials from printers who have gained prosperity, increased their business, and now frankly say they would not be without the Franklin Printers Service, no matter what it might cost them

¶ It fills every need of the modern printer who wants more business at a fair profit

If not perfectly familiar with this service, write for further information

The PORTE PUBLISHING CO.
Salt Lake City, Utah

ROBERTS Numbering Machines

Type-High Model 27
5 Wheels . . $16.00

Type-High Model 28
6 Wheels . . $18.00

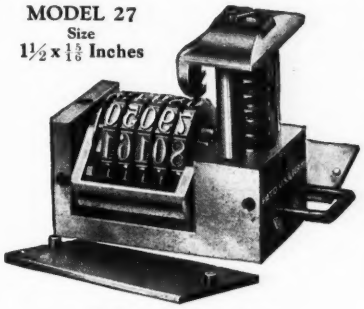
Eight Outstanding Features

- Direct Drive — No Intermediate Parts.
- Large Flexible Non-Breaking Main Spring.
- Welded Steel Plunger Guide Pins.
- Steel Staple Release for Plunger.
- Bronze Bearing-Metal Case
- Non-Breaking Double Wire Spring "Straddling" the Unit-Retaining Pawl.
- Improved Drop Cipher.
- Removable Steel Side Plates.

Fully described in our new folder, "Eight Points of Preference for the Pressman."

Machines to number either forward or backward—Orders for either style filled from stock—Fully guaranteed—Over 75 other models—Write for information.

MODEL 27
Size
1½ x 1 3/16 Inches



№ 12345
Fac Simile Impression
VIEW SHOWING PARTS DETACHED FOR CLEANING

Simplest—Strongest—Fully Patented—Over 300,000 in use.

THE ROBERTS NUMBERING MACHINE COMPANY
694-710 Jamaica Avenue, Brooklyn, N. Y.
Builders of all kinds of Special Numbering Equipments. Branches and Agencies in principal countries of the world.

Our Cheapest Insurance—

To make Gummed Paper of such quality that our customers can have no cause for complaint.

Your Cheapest Insurance—

IDEAL GUARANTEED
FLAT FLAT
GUMMED PAPER

To buy Gummed Paper with one of our labels on it.

The Signs which Insure Satisfaction



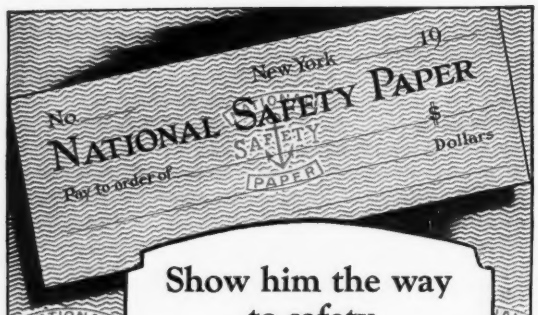
McLAURIN-JONES COMPANY
Main Office **— Brookfield, Mass.**
Mills: Brookfield, Mass., Newark, N. J., Ware, Mass.

Branch Offices:

NEW YORK OFFICE
150 Nassau St.

CHICAGO OFFICE
1858-9 Transportation Bldg.

CINCINNATI OFFICE
600 Provident Bank Bldg.



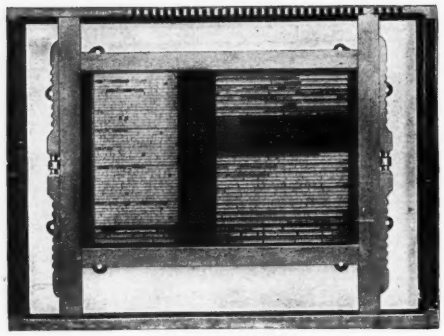
Show him the way to safety

When a banker or business man is using checks on plain paper, you can show him his danger.

You can also show him the way to safety through National Safety Paper, which protects *every part* of a check against fraudulent alteration.

Write for samples

George La Monte & Son
61 Broadway New York
Founded 1871



(KARL PATENT)

Facilitates Accurate and Quick Lock-Ups

The American Adjustable Steel Chase and Lock-up paves the way for greater saving of time and material in getting the forms ready for the press room. It eliminates 90% of the furniture required by the old way — it does away with all quoins.

The lock-up affords equal pressure from all sides — no spring, no buckling — no loosening in long runs. *Full particulars sent upon request.*

The American Adjustable Chase Co.
TORRINGTON, CONN.
New York Office, 112 West 42d Street

SATISFACTION

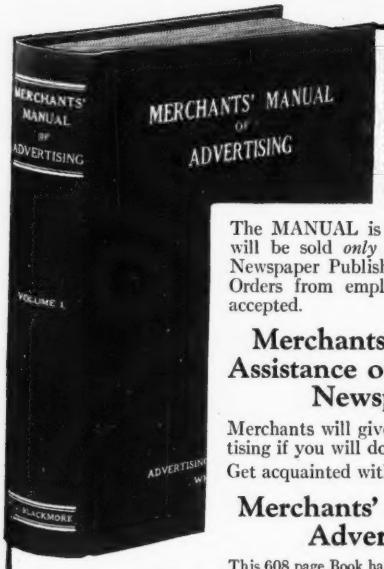
ESTABLISHED 1875

The proof lies in a trial of the

Blomgren Bros. & Co.
SERVICE

A half century of steady growth has given this house a National reputation for designing and the making of perfect printing plates.

Blomgren Bros. & Co.
Chicago, Illinois



For the Newspaper Owner or His Ad-Man *Only*

The MANUAL is intended for, and will be sold *only* to, the Merchant, Newspaper Publisher, or his Ad-man. Orders from employees will not be accepted.

Merchants Need the Assistance of the Home Newspaper

Merchants will give you more advertising if you will do your part.

Get acquainted with this new plan.

Merchants' Manual of Advertising

This 608 page Book has been submitted to the best known authorities on advertising copy and service. It has been endorsed as the greatest SELF-HELP for the Newspaper Publisher and the Retail Merchant thus far published. It contains over 9000 descriptions of General Merchandise, Introductions, Form Letters, Selling Phrases, Etc. You can now offer a service to your home Merchant through the use of this MANUAL.

Send $2.00 With Your Order. The price of the MANUAL is $10.00 post-paid in U. S., $11.90 postpaid to all foreign countries. Remit balance of $8.00 at the end of 15 days. Books not returnable. If in doubt, and you require more particulars, write us. We guarantee the MANUAL to be as represented. Increase *your business* by helping your home merchant to increase his business. *Order to-day.*

THE INLAND PRINTER COMPANY
632 Sherman Street Chicago, U. S. A.

$100.00 Reward

For arrest and conviction of any person stealing

WETTER Numbering Machines

from any printer in the United States or Canada.



THE BOSTON MODEL
5-Wheel, $16.00 6-Wheel, $18.00

All Wetter Numbering Machines have a Serial Number stamped on the top of the frame of the machine and a complete record of these numbers is kept by us.
Where the Serial Number has been defaced or filed off, it is often an indication that the machine has been stolen, and we will decline to repair machines that reach us without the Serial Number, unless ownership can be proven.
We will co-operate with the printer to the fullest extent to discourage the pilfering of Numbering Machines.

Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn, N.Y., U.S.A.

No Job Printing Department is completely equipped without at least one

Standard HIGH-SPEED AUTOMATIC JOB PRESS

The only automatic bed-and-platen job press on the market.

Over 50 per cent of our sales are to repeat-order customers.

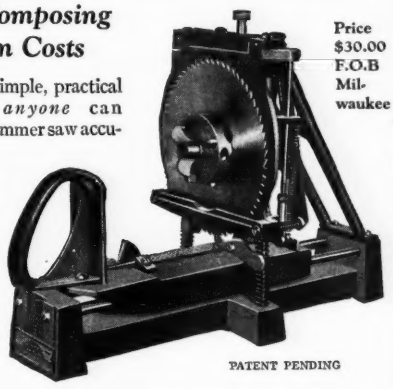
Comfortable terms to responsible houses

WOOD & NATHAN CO.
Sole Selling Agent
521 West 23d Street, New York

The Minute Saw Filer

Cuts Composing Room Costs

With this simple, practical machine, *anyone* can sharpen a trimmer saw accurately in three minutes' time.



Price $30.00 F.O.B Milwaukee

PATENT PENDING

The teeth are all kept uniform in size and the saw stays round. Saws can be sharpened by it until they become too small to use.

There's no danger of nicking or dulling trimmer tools or injuring the operator. Files saws with or without trimmer holder. Positive locking device holds saw in filing position. The pawl can be quickly adjusted for any saw. Uses a stock file.

The Minute Saw Filer is sturdily built of gray iron and steel for long hard service. Why sharpen trimmer saws by hand or let them get dull and inefficient, when this little machine will do the work quickly and right at so low a cost?

If your supply house can not furnish you with a Minute Saw Filer, we will. Write for booklet.

A. F. GEISINGER MFG. COMPANY
1033 Winnebago Street, Milwaukee, Wis.

Proposals for Printing

PROPOSALS FOR PRINTING are invited for the printing and furnishing of all blanks and printed matter to be used by the Society during the coming year and for the printing of "Monthly Tidings;" also for the furnishing of lodge regalia, pins, etc., for the year 1923. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in May, 1923.

SUPREME FOREST WOODMEN CIRCLE
W. O. W. Building, OMAHA, NEB.

MARY E. LA ROCCA, *Supreme Guardian*
DORA ALEXANDER TALLEY, *Supreme Clerk*



EMBOSSOGRAPHY

The art of producing the Patented, **absolute Flexible** and **Permanent,** can't crack off or scratch off **embossed or Engraved effects,** without the use of dies or plates, any color, also Gold and Silver, as fast as ordinary Printing. Gas, Gasolene or Electric Heated. **Don't buy a toy outfit, and expect success.** Complete outfits, $150.00 up.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.
251 WILLIAM ST., NEW YORK CITY

Printers and Publishers, Attention!
Let this plant be your bindery. We are equipped to serve you no matter where you are located.
ENGDAHL BINDERY
(HOLMGREN, ENGDAHL & JOHNSON CO.)
Edition Bookbinders
412-420 Orleans Street, Chicago **Phone Main 4928**



TYPE CASTING MACHINES
Re-built THOMPSON and UNIVERSAL Equipments, guaranteed for Satisfactory Service. We supply Type Matrices.
FRANK NOSSEL, 38 Park Row, NEW YORK


Facsimile of imprint reduced in size.
AUG 29 1917 3 45 PM

MINUTES MEAN MONEY!—Lost Time Is Lost Money—Check It!
KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.
You Need KASTENS TIME STAMP
Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. *Send for catalogue showing various styles with prices.*
HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

Vibrators for Gordon Presses
A guaranteed distributor without gears, cogs, springs or internal mechanism; works with all automatic feeders; all sizes; $15 to $20; write for free trial offer.
ACME MULTI-COLOR COMPANY, EUREKA, KANSAS

Printing Plants and Businesses
BOUGHT AND SOLD
Printers' Outfitters. American Type Founders' Products, Printers' and Bookbinders' Machinery of Every Description.
CONNER, FENDLER & CO., 96 Beekman St., New York City

J. W. PITT, INC.
UPRIGHTGRAIN
(Self Contained or Sectional)
PRINTING BASE SYSTEMS
BATH, N. Y.

WOOD TYPE

THE BEST AND CHEAPEST IN THE MARKET
Write for Sample Sheet.
Expert Makers:
American Brass & Wood Type Co.
2448 Fulton St., Brooklyn, N. Y.

We cater to the Printing Trade in making the most up-to-date line of
Pencil and Pen Carbons
for any *Carbon Copy* work.
Also all Supplies for Printing Form Letters
MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Intertype, Monotype, Stereotype, Special Mixtures
QUALITY
First, Last and All the Time
E. W. Blatchford Co.
230 N. Clinton St., Chicago — World Building, New York

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.
The J. F. W. Dorman Co.
Baltimore, Md., U. S. A.

THE TYPOGRAPHY *of* ADVERTISEMENTS
By F. J. TREZISE
"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."
Professor Walter Dill Scott.
136 pages, 65 illustrations in two colors. Price $2.35 postpaid.
THE INLAND PRINTER CO.
632 Sherman Street, Chicago

Overlay Knives

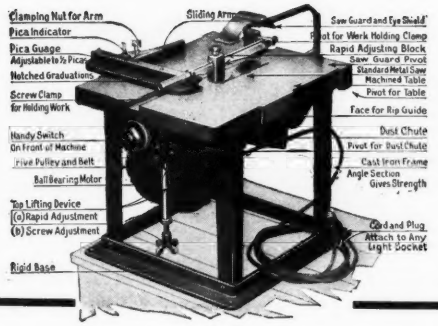
Tested for Quality of Temper

Have keen edge and of much flexibility, enabling the operator to divide a thin sheet of paper very delicately.

The blade runs the entire length of handle, and is of uniform temper throughout. As knife wears covering can be cut away as required.

PRICE 60c POSTPAID

The Inland Printer Co.
632 Sherman St., Chicago, Ill.



What a Printer Says About
The Crane Composing Room Saw

The East Aurora (N. Y.) Advertiser, Inc., says:
"Our Crane Composing Room Saw is giving complete satisfaction and we could not get along without it now that we have had it in use."

A simple, practical, convenient and extremely low cost machine for printshops and newspapers. Compactly built, yet surprisingly powerful and serviceable.

Cuts linotype slugs, leads, furniture, reglets, brass rule, electrotypes, etc., quickly and easily. Does slotting, grooving and under-cutting. Special attachments furnished for grinding, drilling, routing, mitering, etc.

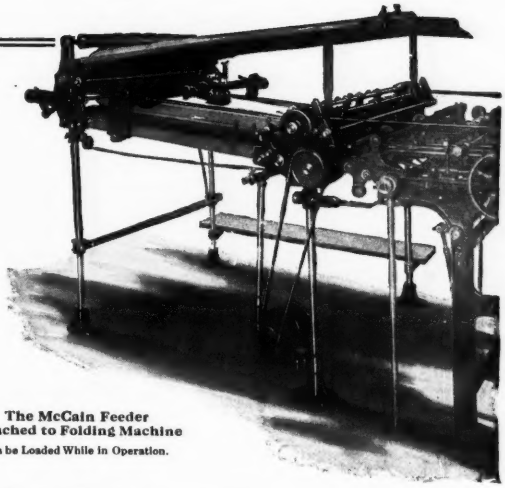
Machine quickly pays for itself in time and labor saved. Increases profits by lowering costs.
Comes set up ready for use. Simply place on bench, connect cord to lamp socket and start running

SPECIFICATIONS

Height, 13 inches; size of table, 13 x 16 inches; diameter of saws, 6 inches; bronze bearing or ball-bearing saw arbor; motor ball-bearing ¼ h. p.; pica gauge reads to 52 picas by nonpareils.

Write for completely descriptive circular and prices

W. B. & J. E. BOICE, Dept. I. P. 3, 114 23d St., Toledo, Ohio



The McCain Feeder Attached to Folding Machine
Can be Loaded While in Operation.

Production Figures Tell

They prove conclusively the value of the McCain Automatic Feeder in getting the maximum production from the leading makes of folding machines.

The McCain feeder is easily attached to Anderson, Brown, Cleveland, Dexter and Hall folding machines, also to perforators and glueing machines and to Harris S-1, S-4 Offset Presses. It is guaranteed to give satisfaction with any of these machines.

Name the make and size of folder and we will send you complete information with production figures actually attained in everyday work.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

QUALITY is largely dependent upon experience. Huber's experience in the manufacture of dry colors, varnishes, carbon black and printing inks is unequalled, yet you obtain this quality without additional cost when you buy from Huber.

It Pays to Huberize

J-M-Huber

65-67 WEST HOUSTON STREET, NEW YORK

Baltimore, Chicago, Omaha, St. Louis, Boston, Cincinnati, Philadelphia, San Francisco; London, England; Toronto, Canada. Factories: Brooklyn, N. Y., Bayonne, N. J., Dola, W. Va., Swartz, La.

DRY COLORS VARNISHES CARBON BLACK PRINTING INKS



A Printer's House-Organ

"It brings in business far in excess of its cost"

Why it will help YOU sell printing

IN writing material for this house-organ for printers, I find frequently, that a single short tale has required two and even three days for its preparation.

On my desk now, there are unfinished articles about the writing of advertisements, and about the use of color in advertising, that have been there for months, and will stay there until finally brought to a satisfactory finish, good enough to use.

Such painstaking work pays! That I know. My clients tell me that it does. And—I *have never lost a client.* It will pay you, if you will use it.

Sixteen months ago, I began to write *the note book of Joseph K. Arnold, printer,* and early in February of this year, Mr. Arnold wrote this letter:

"Our house-organ has made us famous in Chicago, made us well known in every corner. The phone rings constantly with calls stirred up by *the note book.* It makes printing buyers friendly to us, and brings in business far in excess of its cost."

D E T A I L S

I will write a sales-magazine for you that will fit your local selling plans exactly. You will hold exclusive rights in your business territory. Copy will arrive in your office monthly, on-the-dot, without effort to you, and at a satisfying low cost.

Here is your opportunity to publish at low cost, a house-organ of your own, second to none; the kind that will make friends, and will bring the leads to you. I'll send you proof and samples. Write.

OREN ARBOGUST, 808 Lakeside Pl., Chicago, Ill.
House-Organs for Printers

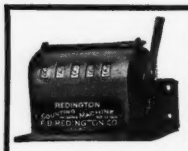
Bond Registers

Carried in Stock and Made to Order. Also All Other Books for Corporations.

ALBERT B. KING & CO., Inc., Dept. I. P.

MAKERS OF PRINTERS' HELPS

45 Warren Street New York, N. Y.



There Are Few Things

That Count Like

THE REDINGTON

Counters for all kinds of Press Room Equipment

F. B. REDINGTON CO.

109 South Sangamon Street Chicago



Ye Sign of Quality INKS

EAGLE PRINTING INK CO.

NEW YORK CINCINNATI CHICAGO

Patent applied for. **Strait's PERFECTION Gauge Pin**



Quite similar to the ordinary gauge pin but is held by an excellent gripping arrangement, with nothing about it to injure packing or to interfere with making fine moves.

$1.75 per doz.; less than one doz., 50c per set; tongues only, 25c per doz.

Sold by dealers everywhere, or the manufacturer

H. H. STRAIT, Overland, Mo.

PATENTS

Procured. Send sketch or model today for examination, prompt report and advice. No charge for preliminary advice. Write for free Booklet and blank form on which to disclose your idea. Highest references. Promptness assured.

Clarence A. O'Brien, Registered Patent Lawyer

1018 Southern Building Washington, D. C.

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD

Simple, economical, durable.

Sheets, 5¾ x 9½ inches. $1.25 a dozen, postpaid.

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO

PHENOID

Instantaneous Type Cleaner

Takes the old dried ink into solution rapidly. No action whatever on metal or wood. Saves labor—*let Instantaneous* do the work.

Send for Booklet.

CHALMERS CHEMICAL COMPANY

121 Chestnut Street Newark, N. J.

CARBON BLACK

GODFREY L. CABOT 938-942 Old South Building. Boston, Mass.

GRADES — *Elf, Auk, Monarch, Dar, Bak, Etc.*

FACTORIES — Cedar Grove and Nancy's Run, W. Va.; Baker, Mont., Swartz, Cargas, Lamkin, etc., La.

A Book for Operators and Machinists—

—*by* JOHN S. THOMPSON

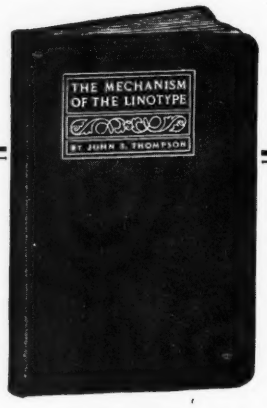
Author of—

"History of Composing Machines"

"Correct Keyboard Fingering"

and other works.

[280 pages; illustrated; handy pocket size, 4¾ x 7; substantially bound in flexible binding; price, $2.50; postage 10c extra.]



"The Mechanism of the Linotype"

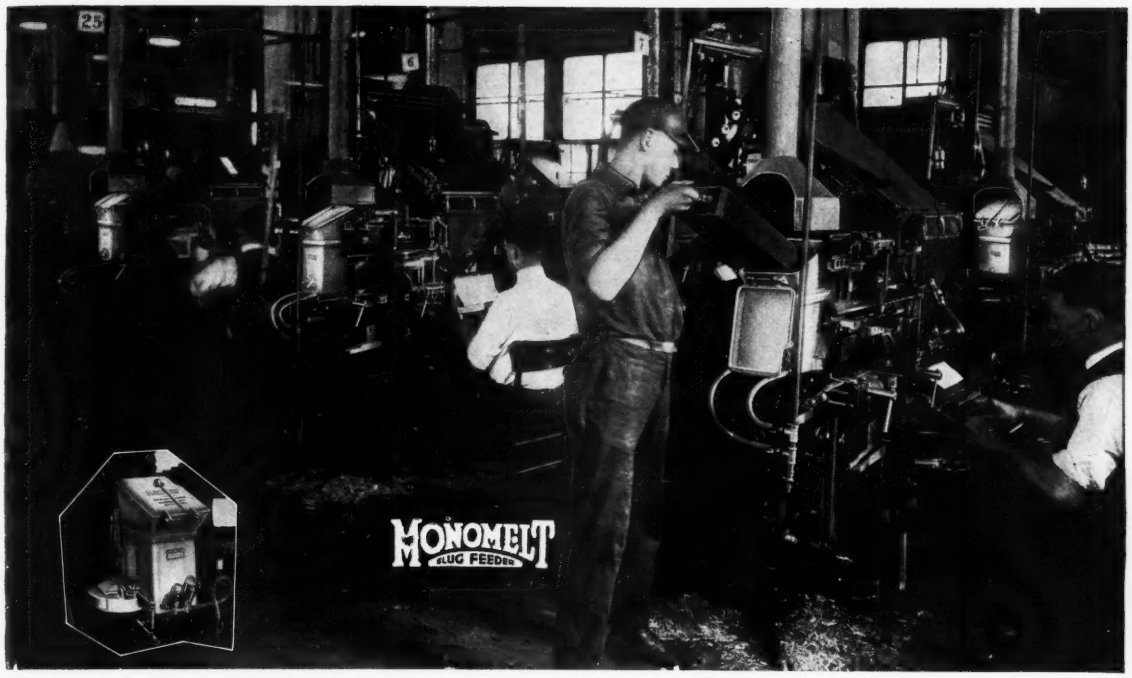
First published in THE INLAND PRINTER under the title, "The Machinist and the Operator," and later in revised form as a textbook, has become the standard reference work on the subject of the linotype machine. For a thorough understanding of slug-casting machines this book has no equal. The present (seventh) edition embodies the late improvements in the linotype, and for this reason should be in the possession of every operator and machinist. Its practices and teachings have been thoroughly tested and found good. Order your copy today—it is insurance against costly delays and accidents. Over 10,000 in use.

THE INLAND PRINTER COMPANY

(*Book Dept.*) 632 Sherman Street, Chicago, Illinois

CONTENTS:

Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.



Don't "Pig" Metal These operators waste no time handling metal—nor with metal troubles. The boy scoops the slugs and trimmings into the MONOMELT Slug Feeder. It holds ninety pounds and automatically feeds the molten metal a slug at a time into the Linotype pot. Insures perfect slugs. Increases production. Saves labor, time, metal, gas. Satisfaction positively guaranteed. **Write for Free Trial Offer.**

PRINTERS MANUFACTURING COMPANY, 1604 8th Street S. E., Minneapolis, Minn.



THE MONITOR LEVER LOCKUP

The 24″ Multiplex is equipped with the MONITOR Lever Lockup which permits all punching members to be locked simultaneously with a single movement of the lever shown at the side of the machine. It is evident that this feature will save a great deal of time in changing from one job to another.

THE MONITOR 24-INCH MULTIPLEX
is also built in a foot power model

MONITOR
Quality, Speed, Service

THE CERTAINTY OF LONG LIFE

of MONITOR products has been conclusively proved.

Many MONITOR Punching Machines built over twenty years ago are still in operation and will continue to give good service for years to come.

Our Booklet No. D-1-27, describes all MONITOR Punching Equipment fully. Let us send it to you.

Latham Machinery Co.

Builders of Bookbinders' Machinery for over 35 Years

1153 Fulton Street
CHICAGO

Boston	Philadelphia	New York
531 Atlantic Ave.	Bourse Bldg.	45 Lafayette St.

MONITOR Machines are carried in stock by
Graphic Arts Machinery Ltd.,
366 West Adelaide Street, Toronto, Canada







Small Orders

A Field of Printing Worth Developing

Small orders have always been considered somewhat of a printshop nuisance, to be avoided if possible.

When you count and cut a small amount of stock, print it and wrap it into an unimpressive bundle, it is hard to get a price that leaves a profit.

Hammermill Bond Printers' Cabinets have changed the situation. They enable the small job to be handled simply and with a good profit for the printer. The Cabinet is an excellent value, attractive in appearance and practical in use.

The Hammermill Agent nearest you stocks Hammermill Bond Printers' Cabinets.

Write us for Cabinet Selling Helps.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

HAMMERMILL BOND CABINETS



A stock of Hammermill Bond is an *active* stock

Rapid turnover is important to every printer.

Stagnant paper, though it may be "nice" paper, is an invitation for the sheriff to become the printer's star salesman.

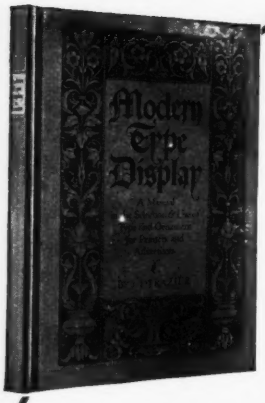
Business printing and Hammermill Bond go together in the public mind.

Base your order solicitation on customer acceptance that is already developed. When the buyer has preference in color, weight and finish, you can meet his needs with Hammermill Bond. Its quality is pleasing and dependable. Its price encourages reorders of the same job on the same stock.

Tie up with the resalability of Hammermill Bond.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

HAMMERMILL BOND



You *Need* This Book

It goes right into the heart of the subject and tells how to make typography *right.*

IN eighty odd big 9x12 inch pages of "meaty" text—type no larger than necessary for easy reading—this book explains those devices which make type display *attract attention* and those which make it *clear and easy to read.*

Additional is the supplement of specimens of fine display printing—most of them in two colors, many in their original sizes.

More than 200 illustrations and examples are contained in this handsome and substantially bound book.

To be sure of a copy order yours today. Price, $5.00, postage, 25 cents extra. Address

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, Illinois



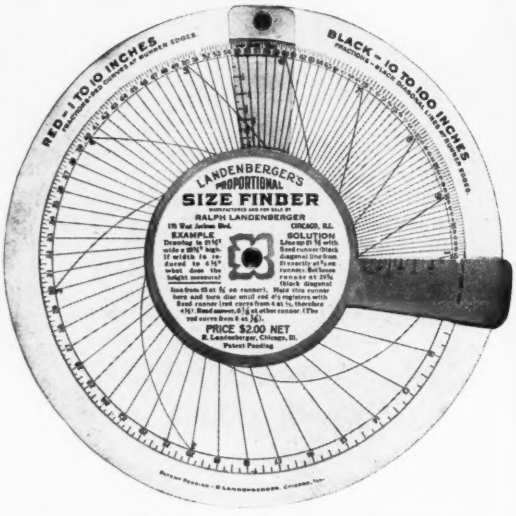
"THE HUMAN FIGURE"

By JOHN H. VANDERPOEL

is the clearest exposition of figure drawing ever attempted. The construction of every part of the human form is minutely described, and illustrated by 330 sketches and 54 full-page drawings. "THE HUMAN FIGURE" is indispensable to the commercial artist, the student, or any one desiring a better knowledge of pictures than his untrained eye can afford.

Price, $2.75; Postage, 10c extra

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

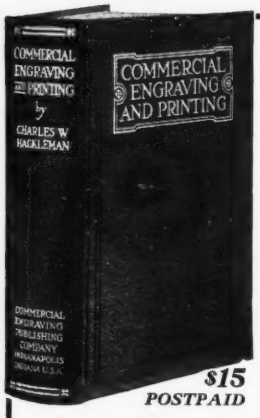


LANDENBERGER'S Proportional Size Finder

A rapid and accurate means of determining the proportional size of enlarged or reduced illustrations without calculation. Price $2, postpaid.

For Sale By

THE INLAND PRINTER CO.
632 SHERMAN STREET CHICAGO, ILL.



$15 *POSTPAID*

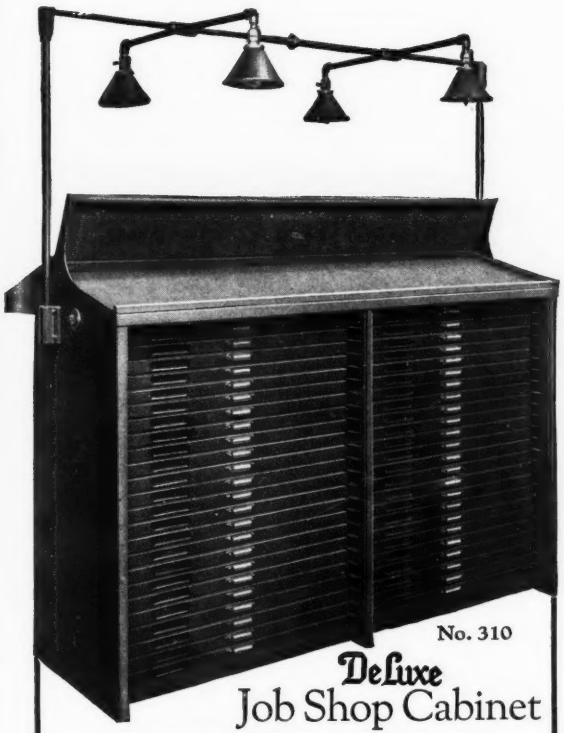
A Real Help In Your Work

A WEALTH of information on all branches of the graphic arts is contained in this volume. Illustrating and printing by all processes is thoroughly and comprehensively covered in a practical but non-technical way.

Advertising managers, printers, lithographers, paper men, photographers, commercial artists, salesmen, instructors, students and all others interested in these subjects will find this book invaluable.

Commercial Engraving and Printing
Price, $15, postpaid

THE INLAND PRINTER CO.
632 Sherman Street, Chicago, Illinois



No. 310

DeLuxe
Job Shop Cabinet

CHICAGO METAL MFG. CO.
37th and South Rockwell Street
Chicago, Ill.

You May Buy

PROCESS INKS

for less money than we charge, but you can not obtain greater value than we give regardless of what you pay. For this reason our **Process Inks** have been recognized as the standard of quality for more than a quarter of a century.

CHARLES HELLMUTH
Incorporated
New York Chicago

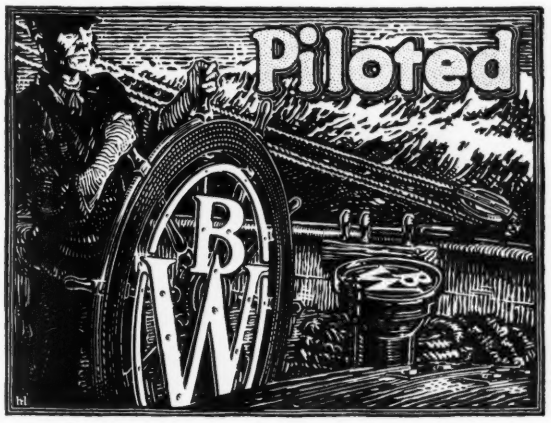
An Important New Source of Profit
has followed requests for our
FREE SAMPLE BOOKS of

DeLuxe
Stock Certificates
and
DeLuxe Bond Blanks

Combining elegance and richness of appearance in a printed fine paper, these forms offer the beauty and durability obtainable heretofore only in steel engravings while eliminating the extra cost of engraving plates.

Send for your copies today.

The Forman-Bassett Co.
Printers and Lithographers
1431 W. Third St., Cleveland, Ohio



For Safety's Sake use Byron Weston Co.
Linen Record Paper

Let B-W pilot you safely to paper satisfaction. The Byron Weston Co. lines are so definitely charted that the paper buyer can not go wrong. Steer for the desired water-mark.

WESTON LINEN RECORD—For municipal, county and state records. For the accounting of large corporations and financial institutions.
WESTON DEFIANCE BOND—For commercial correspondence. For policies, bonds, deeds and all documents necessitating printing and writing.
WESTON FLEXO LEDGER—For flat-opening, loose-leaf ledgers. Made with a hinge in the paper.
WESTON TYPOCOUNT—For the particular requirements developed by machine bookkeeping.
WAVERLY LEDGER—For general commercial requirements. A splendid writing and printing paper at a medium price.

State your writing or ledger paper needs and we will send you interesting exhibits for test and examination.

BYRON WESTON COMPANY
DALTON, MASS.



The Productimeter

Plain Figures. Sturdy Make.
In Satisfactory Service since 1879.
Get our Bulletin 41.

DURANT MANUFACTURING COMPANY
(1165) 653 Buffum St., Milwaukee, Wis.

EMBOSSING COMPOUND

Hardens quickly and makes a better, more durable counter die that stands up under long runs. For Hot or Cold Embossing, especially good with the hot plate process. Let us send you a trial can. **$1 PER CAN**

WALTER JOBSON, 647 W. HILL ST., LOUISVILLE, KY.

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.

288 SCHOLES STREET BROOKLYN, NEW YORK

Avoid delay when in need of repairs by sending orders direct to office.

Fine Engraved

Christmas Greeting Cards

Note: We manufacture these expressly for the printer. Just the card you want for imprinting the customer's name. Our new line is without a doubt the best we have ever assembled.

Write for Samples.

KING CARD COMPANY
Manufacturers of Engraved Greeting Cards
149-57 North 12th Street - - Philadelphia, Pa.

Wanted—3 Miller Automatic Press Feeders

for either old or new style Chandler and Price presses to fit a 10 x 15 size. Would prefer new series. State serial number of press feeder, how long it has been in use and the price for same.

John C. Moore Corporation

65 Stone Street **Rochester, N. Y.**

WESEL

A New Hand Press

Radically different in design and construction, this new Wesel Washington Hand Press accomplishes two notable things—(1) to slur an impression with it is impossible; (2) to operate it requires from one-tenth to one-thirtieth of the effort demanded by the older types of hand presses.

One pound of pull delivers 3696 pounds of pressure. The normal pull of a normal man will deliver 150 tons pressure. It is truly *easy to operate.*

And with its generous proportions designed to withstand a dozen times normal strain—permanency is assured.

Let us tell you all about this new press that is built for Speed and Economy—as well as Comfort.



F. WESEL MANUFACTURING CO.

72-80 Cranberry Street, Brooklyn, N. Y.

***Chicago Branch:* 431 S. Dearborn Street**

Berger & Wirth
INCORPORATED

For More Than 95 Years, Manufacturers of DRY COLORS LITHOGRAPHIC *and* PRINTING INKS *for all Purposes*

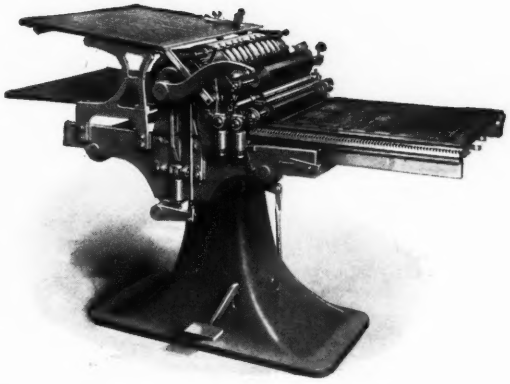
58-60 Columbia Hts. Brooklyn, New York

Our High-Grade Lithographic and Printing Inks

excel in uniform *dependable* working qualities.
Send us your inquiries.

BRANCHES

Chicago Office: 538 S. Dearborn Street
Boston Office: 54 High Street
Detroit Office: 806 Gladstone Avenue



A New Size—25" x 25"
Potter Proof Press

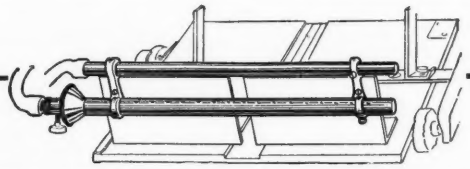
This is not only a new size; it is also a new press. It represents a complete new design with many important improvements. The bed rides entirely on rollers. With ball and roller bearings at the points of load, friction is reduced to a minimum.

In spite of larger weight and size of parts this new No. 3 Potter is easier to operate than smaller, lighter presses, which factor widens the range of uses. The machine will handle not only larger work easily and without strain, but it also takes care of all small work rapidly and with better results.

No. 3 Potter can be fitted with a feedboard, two styles of automatic inking attachments and with special devices for newspapers to proof full pages in stereotype chases without printing chase. There are many special uses for which it is particularly adapted, all of which are explained in a circular that will be laid on your desk upon request.

The Press for Many Uses

HACKER MANUFACTURING CO.
320 South Honore Street CHICAGO, ILL.



Burch Burner and Blower
For Use on Miller Feeders

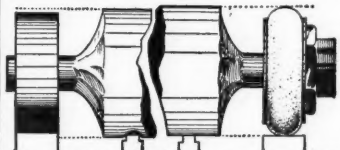
This gas Burner does a double duty. The Burner removes electricity from the paper and sets the ink. The air Blower removes any curl from the paper and piles sheets evenly. Easy to install! Simple to operate! Economical to use!

10 x 15 size, $15.00 12 x 18 size, $15.00

The Casper Gripper Co. 1525 Williamson Bldg. Cleveland, Ohio

Casper Grippers for Platen Presses

Morgan Expansion Roller Trucks
for JOB PRESSES



A new roller with regular steel truck—showing effect of pressure on type. Brass rule would cut the rollers to ribbons.

The same roller raised to exact type height with Morgan Trucks, insures clean printing without cutting of rollers.

They Expand — They Contract and are Noiseless.

They Save 50%

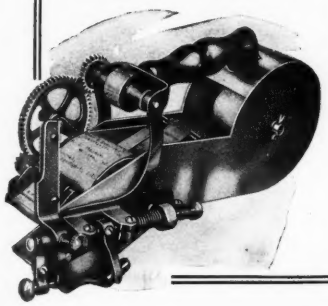
Prices at your Dealers:

8x12	set of 6	C. & P.	$ 7.70
10x15	" 6	"	7.70
12x18	" 6	"	8 80
14½x22	" 8	"	11.00
10x15	" 6	Golding No. 7	7.70
12x18	" 6	Golding No. 8	7.70
12x18	" 8	Golding No. 18	8.80

WRITE FOR USER REFERENCES
HALF THE INK CAN BE SAVED

Morgan Expansion Roller Truck Co.
Ask your dealer or send direct. 1816 Whitley Ave., Los Angeles, Cal.

Wing-Horton Mailer
A Standard Among Publishers



If you prefer the standard brass machine, as many publishers do, here is the model to suit your wants. The endorsements of satisfied users are the best recommendations we can give.

Let us tell you more of the Wing-Horton Mailer and the new Wing Aluminum Mailer.

Chauncey Wing's Sons
Greenfield, Mass.

MOTORS CONTROLLERS
For Every Printing Requirement

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

Practical

BOOKS

about

PRINTING

and the

ALLIED TRADES

Send for this Catalogue today
IT IS FREE

THE INLAND PRINTER CO.
632 SHERMAN STREET
CHICAGO

Composing Room Executive Wanted

One of the largest book and commercial printing offices in the East wishes to engage an energetic composing room superintendent capable of reorganizing and systematizing the composing end of its business. None but a resourceful man capable of getting high production and of proven ability will be considered. In replying state fully your experience and qualifications. All communications confidential. Permanent and remunerative situation to the properly qualified man.

Address **M 794, Care Inland Printer**

Linotype *and* Intertype Speed Book

By H. J. PICKERT

The ambitious operator who is trying to increase his speed will find the lessons and charts in this book of great assistance.

Price, $1.00 postpaid.

THE INLAND PRINTER
Book Dept. 632 Sherman St., Chicago

STEREOTYPING

By C. S. PARTRIDGE

A PRACTICAL instruction and reference book for newspaper and job printing plants. The concise descriptive text accompanied with copious illustrations makes this book valuable to stereotypers and everyone interested in the graphic arts.

The appendix will be found especially valuable. It contains in concise form useful information gained from the practical experience of the author. A complete index makes it easy to find information on any point described in the book.

Price $2.00; postage 10c extra

THE INLAND PRINTER CO.
632 Sherman Street
CHICAGO

ELECTROTYPING

By C. S. PARTRIDGE

A THOROUGHLY practical treatise on the art of electrotyping and the various processes used. A full description of electrotypers' tools and machinery is given with complete instructions. The reference list of terms, processes and apparatus is of great assistance in solving the numerous problems connected with electrotyping.

CONTENTS: Historical Review—The Battery—The Dynamo — The Bath — Steel, Brass and Nickel Baths — Measuring Instruments — Preparation of Work — Molding — Building — Metalizing — The Conductors, Casting — Finishing — Trimming and Routing — Revising — Blocking — Dr. Albert's Metal Molds — Reference List of Terms, Processes and Apparatus. 214 pages. Size 5½ x 8.

Price $2.00; postage 10 cents extra

THE INLAND PRINTER CO.
632 Sherman Street
CHICAGO

A New Service

For All Saw Users

When the Saw Blade or the Trimmer Knives on your saw become dull, send them to us, and we will sharpen them—correctly.

Our improved method of sharpening makes the saw blade perfectly round and all teeth uniform. This insures much easier and better work, as each tooth cuts the same—you thereby obtain a smoother and more even cut.

We have recently enlarged our sharpening and grinding department, and we can give the usual prompt and unexcelled Laclede service to all users of composing room saws—any make. We assure you that our work and service will satisfy.

OUR PRICES—Plus Postage

Sharpening Saws, 4″ to 6″ saw blade . $0.75
Sharpening Saws, 6½″ to 9″ saw blade, $1.00
Retoothing—when necessary, 4″ to 6″ saw blade $1.15
Retoothing—when necessary, 6½″ to 9″ saw blade $1.50
Sharpening Trimmer Knives per set of 3, $0.25

Laclede Mfg. Company

Builders of the Laclede Saw-Trimmer

119-121 N. FIRST STREET ST. LOUIS, MO.

TYPE

Our type is cast on specially built Type Foundry casting machines, and is not to be confused with sorts caster products

All our products are excellent combinations of long years of experience in the Type Foundry game and the use of best materials.

Our sizes range from six to seventy-two point. Write for booklet showing some of our choice, modern, printing types.

LACLEDE TYPE FOUNDRY

Foundry At
119 N. Main St
Saint Louis, Mo.

500 Delaware St.
Kansas City, Mo.

TYPE

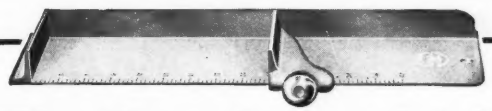
SET IN CASLON ANTIQUE

Printing Press Engineers and Machinists

with years of experience in designing and building special and standard presses. We specialize on rotary presses for Duplex, Triplex, Quadruplicate and folded Salesbook, Industrial and Zig-Zag fold form printing presses.

Tell us your requirements and we will gladly quote you.

American Machine & Mfg. Co.
441 Folsom St., San Francisco, Cal.



The Time-Saving Stick

The Eagle Stick is plainly graduated; easily and instantly adjusted to even ems by an automatic registering device—it also locks at *any point measure*. It can not get out of adjustment by wear, nor out of alignment by working pressure.

The Eagle Stick, the Page Caliper and other devices for composing-room efficiency are described in an illustrated circular which will be sent on request.

THE EAGLE ENGINEERING COMPANY
SPRINGFIELD, OHIO, U. S. A.



"KRAUSE" Job Backer

Clamping and releasing by treadle, saving time and labor. Rounding any book up to 17¾ inches.

Complete Stock of "Krause"

Book binding and paper box machinery, paper cutters, shears, round cornering machines, embossing, stamping presses, etc. Complete plants.

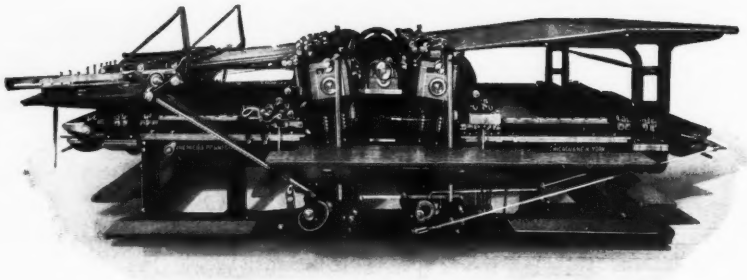
HOFFMANN TYPE & ENGRAVING CO.
114 E. 13 St., New York City

Fred'k H. Levey Co.

Printing Inks

NEW YORK · CHICAGO
ESTABLISHED 1874

Sale of Two-Color Miehle Presses



You never had a chance to purchase a good Two-Color Miehle much below a new price. Through change of equipment we acquired a battery of these popular machines. All are in exceptionally fine condition and can be seen running. They are offered subject to prior sale, f. o. b. Springfield, Ohio, at the following prices:

6 No. 0, Two-Color, type bed 42⅞ x 56. Complete with Cross Feeder. Price $8,500

1 No. 0, Two-Color, type bed 42⅞ x 56. Complete with Cross Feeder and Extension Delivery. Price $9,000

4 No. 1, Single Color, type bed 39 x 53. Complete with Cross Feeder. Price $4,000

Bed blocks and 220-volt D. C. Motors can be had for above machines at a low price.

Also 30 Linotype Machines as Follows

All Rebuilt and Guaranteed F. O. B. New York

Model No. 4	$1,600
Model No. 5	$1,600
Model No. 8	$2,800
Model No. 9	$3,250
Model No. 11	$2,800
Model No. 14	$3,250
Model No. K	$1,300

MONOTYPE CASTERS AND KEYBOARDS

Plants Bought for Cash

RICH & McLEAN, INCORPORATED

73 Beekman Street, New York City

TABLE OF CONTENTS

MARCH, 1923

PAGE

Addresses Kalamazoo Typothetæ on Papermaking 873
Art Usage Curves Shoot Up — Watch the Magazine Advertising 857
Author and Printer..... 856

Barrett, Walter, Now With Standard Typesetting Company 872
Blackmore, M. O., Editor of New Publication. 873

BOOK REVIEW:
Der Moderne Buchdrucker..... 865
Deutscher Buch- und Steindrucker..... 865
How to Prepare a Catalogue..... 865
Papier-Zeitung, World Number of the..... 865
"Self-Computing Copy-Area and Type-Area Charts" 866
"The Log of a Cabin Boy"..... 865
Type Book Combines Beauty and Utility... 865

Buys Rochester *Times-Union* Job Department. 873

COLLECTANEA TYPOGRAPHICA:
Benefits of Printing, The..... 834
Books That Printers Make..... 833
Do and Say..... 834
Dutch Master Printers, Federation of..... 834
Early New Jersey Printing..... 833
Robinson Crusoe and the Printers..... 834
Time Flies 834

Columbia Adds Course in Typography..... 871
Coming Master Craftsman, A..... 848

CONTRIBUTED:
Art Usage Curves Shoot Up — Watch the Magazine Advertising 857
Author and Printer..... 856
Coöperative Group Advertising..... 819
"Far West," A New, in South America.... 817
Form-Lining Method, An Infallible..... 835
France, Status of, in the Graphic Arts..... 848
How Good and Bad Printers Are Made..... 854
Indexing, A New System of..... 868
Inks, Bits of Early History Concerning.... 868
Letterheads Build Sales for Farmers..... 840
Man Who Made His Dream Come True, The 829
Successful Business 837
Twin Printers of Mount Morris, The..... 823
Why I Failed in Business..... 838
Why Mr. Printer Makes a Poor Advertiser.. 821

Coöperative Group Advertising..... 819

CORRESPONDENCE:
Craftsmen's Taste 828
More About Mr. Werner's Criticism of the Caslon Type Face..... 827

"Cox-O-Type" Press, The — A New Flat-Bed Web Perfecting Press..... 858

DIRECT ADVERTISING:
Planning Direct Advertising to Sell Goods to Dealers 841

EDITORIAL:
Editorial Notes 825
Introducing American Type Into Switzerland 825
"Far West," A New, in South America..... 817
Fine Points in English..... 858
Foreign Graphic Circles, Incidents in..... 869
Foreign Type Heights..... 848
Form-Lining Method, An Infallible..... 835

How Good and Bad Printers Are Made..... 854

ILLUSTRATIONS:
Cardboard Gages for Lining Up Forms..... 836
Charts Showing Increased Use of Illustrations in Advertising 857
"Cox-O-Type" Flat-Bed Web Perfecting Press 858
Device Used by the Prudential Life Insurance Company 874

PAGE

ILLUSTRATIONS — *Continued:*
Indexing, A New Method of..... 868
Printer's Back Yard in Honolulu, A..... 872
"Robinson Crusoe," Title Page of Third Edition of 834
Springer's Text Chart, for Computing Copy and Type and Cut Areas..... 867
Title Page of 1723 Laws of New Jersey.... 833
Work Done by New Printing Device Used by Prudential Life Insurance Company.... 874

Incidents in Foreign Graphic Circles..... 869
Indexing, A New System of..... 868
Inks, Bits of Early History Concerning..... 868
Intertype Film, Eastern Publishers' View.... 873
Introducing American Type Into Switzerland.. 825

JOB COMPOSITION:
Order and Emphasis in Display..... 845

Joins Arkin Advertisers Service..... 871
Journalism Course Gives Coveted Newspaper Atmosphere 871

Keys to Printer Prosperity..... 838

Letterheads Build Sales for Farmers..... 840
Linotype Company Announces National Advertisers News Service 873
Live Matter for the Printer..... 837

MACHINE COMPOSITION:
Alignment of Capital Letters Irregular..... 859
Clean Key Buttons, To..... 859
Distributor Gives Trouble 860
Irregular Response of Spacebands..... 860
Matrices Bind on Leaving the Magazine.... 859
Matrices Twist While on Top Rail..... 859
Perfect Running Machine, A..... 859
Slugs Transpose as They Eject..... 860
Time Mold Turning Bevel Pinion, To..... 859
Two Spacebands Delivered With One Touch of Key 860

Man Who Made His Dream Come True, The.. 829
Master of Typography, The..... 854
Monotype Brings Out Simplified Caster..... 871

NEWSPAPER WORK:
Lottery Printing Is Dangerous Business.... 861
Make Each Department Carry a Profit.... 861
Observations 862
Questionnaire Report, Another..... 862
Review of Newspapers and Advertisements.. 863

New York Printing Educators Confer With Linotype Representatives 872
Not Fond of His Political Enemies..... 856

OFFSET PRINTING:
Economy of Offset Printing..... 832
How Many Impressions From an Offset Plate? 832
Reverse-type Transfers 832
The Offset Printer..... 832

Paper Industries Exposition..... 872

PORTRAITS:
Best, Harvey D..... 873
Munder, Norman T. A..... 830
Nodland, George Dewey..... 848
Shepard, Mrs. Clara J..... 873

PRESSROOM:
Correcting Bruises in a Damaged Electro... 839
Difficulty Which a Pressman Can Not Correct 839
Furniture Rises in Form..... 839
Glassine Stock, Printing on..... 839
Lapped Colors on Hard Paper Dried Slowly.. 840
Printing Envelopes Opened..... 839
Printing on Ribbon From a Bolt..... 840
Ribbon, Printing on, in Gold..... 839
Slur on Edge of Form..... 840
Tint Will Not Take Writing Fluid..... 839

PAGE

Printer's Proverb, A — "A Tactless Printer Is Like a Sailless Vessel"..... 841
Printing Machines, New, Used by Insurance Company 874

PROCESS ENGRAVING:
Chemistry of Developing and Fixing..... 831
Genuine or Counterfeit Engraving..... 832
Photoengravers' Research Laboratory, A.... 831
Photographs Sent Through the Air..... 831
"Proofs That Prove the Plate"..... 832
Rotagravure Dates for Lecturers..... 831
Rotagravure Machinery 832
Wet-Plate Sensitizing, The Chemistry of.... 831
Why America Led in Photoengraving..... 831

PROOFROOM:
Sending Out Proofs..... 855
Speed and Accuracy..... 855
Statu Quo..... 855

Shepard, Mrs. Clara J., Takes Active Interest in Business 873

SPECIMEN REVIEW 849
Status of France in the Graphic Arts..... 848
Successful Business..... 837

TRADE NOTES:
Addresses Kalamazoo Typothetæ on Papermaking 873
Barrett, Walter, Now With Standard Typesetting Company 872
Blackmore, M. O., Editor of New Publication 873
Boston Craftsmen Plan Trip to Bermuda... 873
Brief Notes of the Trade..... 874
Buys Rochester *Times-Union* Job Department 873
Columbia Adds Course in Typography..... 871
Composition, Develops New Method of..... 871
Cromwell Tympan, Unusual Demand for.... 873
Intertype Film, Eastern Publishers View.... 873
Issue Printed Bulletin..... 872
Joins Arkin Advertisers Service..... 871
Journalism Course Gives Coveted Newspaper Atmosphere 871
Linotype Company Announces National Advertisers News Service..... 873
Linotype Company Issues New Illustrated Booklet 871
Monotype Brings Out Simplified Caster.... 871
Monotype Official, New..... 873
New York Printing Educators Confer With Linotype Representatives 872
Organize Graphic Arts Association..... 872
Paper Industries Exposition..... 872
Printing Machines, New, Used by Insurance Company 874
Shepard, Mrs. Clara J., Takes Active Interest in Business..... 873
Smithsonian Institution Graphic Arts Exhibit Shown in East..... 871
Typesetting Machine Engineers' Guild..... 871
U. T. A. Announces Summer Conference.. 873
West Coast Civic Bodies Observe Birthday of Franklin 872
West Virginia Pulp & Paper Company Issues Reference Book 871

Twin Printers of Mount Morris, The..... 823

U. T. A. Announces Summer Conference..... 873

Voices of the Printing Office..... 832

Wanted, a Plain Cook..... 860
West Coast Civic Bodies Observe Birthday of Franklin 872
West Virginia Pulp & Paper Company Issues Reference Book 871
Why I Failed in Business..... 838
Why Mr. Printer Makes a Poor Advertiser.... 821

THE SIGNIFICANCE TO *YOU* OF THE MEMBERSHIP OF

THE INLAND PRINTER

IN THE ASSOCIATED BUSINESS PAPERS, INC.

YOU depend upon *The Inland Printer* for an unbiased and accurate report of all matters affecting your business interests.

Probably, too, you give heed to its editorial counsel in many matters of considerable consequence. You have a right, therefore, to know about the policies and principles back of the important service rendered by *The Inland Printer.*

The membership of this publication in The Associated Business Papers, Inc., means that it has achieved an exceptionally high publishing standard, and has subscribed unreservedly to these—

STANDARDS OF PRACTICE

The publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself—

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puffs," free reading notices or paid "write-ups"; to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

If you have read the foregoing standards, there is not much left to be said, except to tell you that these principles are *present day realities* and not merely beautiful ideals for future attainment.

THE ASSOCIATED BUSINESS PAPERS, INC

The International Association of Trade, Technical and Class Publications

220 WEST 42ND STREET NEW YORK CITY

IMPOSITION

A HANDBOOK FOR PRINTERS

Though this handy volume contains 84 informing and worth-while illustrations, its principal purpose is to present clearly and simply the fundamental principles underlying imposition. The work gets down to the basis of the beginner, and contains thorough explanations of regular forms intended for machine and hand folding. Its comprehensive indexing makes it a model for ready reference. Among the subjects discussed and explained are these:

Forms for Platen Press
Four-page Forms
Eight-page Forms
Folder Forms
Twelve-page Forms
Sixteen-page Forms
Eighteen-page Forms
Twenty-page Forms
Twenty-four-page Forms
Thirty-two-page Forms
Thirty-six-page Forms
Imposition for Folding Machines—
Dexter Folders, Chambers
Folders, Brown Folders.

72 pages, fully illustrated, 4 x 6 inches, flexible leather, gold side-stamped, $1.25. Postage, 5 cents extra.

THE INLAND PRINTER COMPANY
632 SHERMAN STREET, CHICAGO, ILL.

Practical and Authoritative Information about

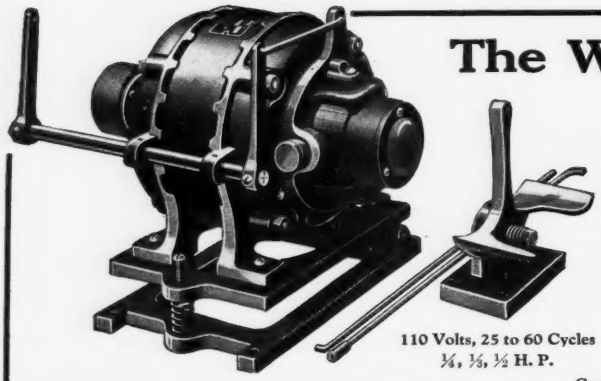
Punctuation, Capitalization, Style, Marked Proof, Corrected Proof, Proofreaders' Marks, Make-up of a Book, Imposition and Sizes of Books, Sizes of the Untrimmed Leaf, Type Standard, Number of Words in a Square Inch, Relative Sizes of Type, Explanation of the Point System, Weight of Leads Required for Any Work, Number of Leads to the Pound, To Print Consecutive Numbers, To Prevent Coated Paper from Peeling, Engraving and Illustrating, Standard Trade Terms for Engravers, Definitions of the Principal Technical Terms Used in Fine Bookbinding, Relative Values of Bindings, Directions for Securing Copyright, Correct Sizes of Flat Writing Papers, Sizes of Ruled Paper, Regular Envelope Sizes, Standard Sizes of Newspapers, Leads for Newspapers, Newspaper Measurement, Imposition of Forms.

all for 50¢



The Vest Pocket Manual of Printing

For Sale by
The Inland Printer Co.



The WARNER New Type

FRICTION DRIVE, FOOT CONTROL

Variable Speed Motor for Job Presses

BALL BEARING

The new ball bearing construction eliminates greasing for about two years.

Equipped with oversize commutator, bearings and shaft.

A motor of every conceivable speed and is built for hard usage.

Save your power bills. This motor consumes current in proportion to the running speed. ***THE PRICE IS RIGHT***

110 Volts, 25 to 60 Cycles
¼, ⅓, ½ H. P.

WARNER ELECTRIC COMPANY
Kalamazoo, Michigan

Carried in stock and for sale by Graphic Arts Machinery Ltd. in Canada.

INDEX TO ADVERTISEMENTS

	PAGE
Acme Multi-Color Co.	904
Allied Paper Mills	895
American Adjustable Chase Co.	902
American Assembling Machine Co.	778
American Brass & Wood Type Co.	904
American Machine & Mfg. Co.	915
American Numbering Machine Co.	899
American Type Founders Co.	796, 801, 804, 812
Anderson, C. F., & Co.	812
Arbogust, Oren	905
Associated Business Papers	918
Automatic Printing Devices Co.	898
Baker Sales Co.	878
Barnhart Bros. & Spindler	781
Beckett Paper Co.	890
Berger & Wirth	913
Berry Machine Co.	803
Bingham Bros. Co.	Cover
Bingham's, Sam'l, Son Mfg. Co.	788
Blatchford, E. W., Co.	904
Blomgren Bros. Co.	902
Boice, W. B. & J. E.	905
Boston Printing Press & Machinery Co.	898
Boston Wire Stitcher	812
Brackett Stripping Machine Co.	797
Bradner Smith & Co.	893
Brower, A. T. H., Co.	897
Burrage, Robert R.	808
Burton's, A. G., Son	792
Butler Paper Corporations	Insert
C. & G. Mfg. Co.	805
Cabot, Godfrey L.	906
Campbell Printing Press Repair Parts Co.	912
Carew Mfg. Co.	897
Carmichael Blanket Co.	796
Casper Gripper Co.	913
Challenge Machinery Co.	774
Chalmers Chemical Co.	906
Chambers Bros. Co.	799
Chandler & Price Co.	Insert
Chicago Metal Mfg. Co.	911
Chicago Paper Co.	881
Cleveland Folding Machine Co.	779
Cline Electric Mfg. Co.	913
Collins, A. M., Mfg. Co.	885
Collins, Chas. H.	812
Conner, Fendler & Co.	904
Craig Sales Corporation	794
Crescent Engraving Co.	896
Cromwell Paper Co.	Cover
Dejonge, Louis, & Co.	787
Dexter, C. H., & Sons	887
Dexter Folder Co.	773
Dickinson, John, & Co.	808
Dinse, Page & Co.	894
Dorman, J. F. W., Co.	904
Dunham, Fred'k, Co.	878
Durant Mfg. Co.	912
Eagle Engineering Co.	915
Eagle Printing Ink Co.	906
Eastern Brass & Wood Type Co.	878
Eastern Mfg. Co.	769, 891
Eaton School of Photoengraving	878
Eberhart, D. B.	894
Ecker & Co.	770
Elgin Bending Machine Co.	899
Embossograph Process Co.	904
Empire Type Foundry	785
Engdahl Bindery	904
Forman-Bassett Co.	911
Geisinger, A. F., Mfg. Co.	903
General Adhesive Mfg. Co.	792
Gilbert Paper Co.	880
Globe Engraving & Electrotype Co.	892
Goes Lithographing Co.	811
Golding Mfg. Co.	807
Goss Printing Press Co.	899
Hacker Mfg. Co.	913
Hamilton Mfg. Co.	786
Hammermill Paper Co.	908-909
Hampshire Paper Co.	884
Hellmuth, Charles	911
Hickok, W. O., Mfg. Co.	770
Hilll-Curtis Co.	780
Hoffmann Type & Engraving Co.	915
Holyoke Card & Paper Co.	882
Horton Mfg. Co.	896
Howard Paper Co.	879
Hoyt, Arthur S., Co.	878
Huber, J. M.	905
Indiana Chemical & Mfg. Co.	798
Interlino Co.	894
International Association of Electrotypers	777
Intertype Corporation	771
Jobson Printing Co.	912
Johnson Perfection Burner Co.	793
Kastens, Henry	904
Keratol Co.	802
Kidder Press Co.	809
Kimble Electric Co.	813
King, Albert B., & Co.	906
King Card Co.	912
Knowlton Brothers	Insert
Laclede Mfg. Co.	915
LaMonte, George, & Son	902
Lanston Monotype Machine Co.	789
Latham Automatic Registering Co.	798
Latham Machinery Co.	907
Lead Mould Electrotype Foundry	782
Leiman Brothers	804
Levey, Fred'k H., Co.	915
Liberty Folder Co.	795
Linograph Co.	772
Ludlow Typograph Co.	810
McCain Bros. Mfg. Co.	905
McLaurin-Jones Co.	901
"M" School of Printing	878
Megill, Edw. L.	875
Margach Mfg. Co.	898
Matrix Re-Shaper Co.	770
Mechanical Chalk Relief Overlay Process	878
Meisel Press Mfg. Co.	799
Mergenthaler Linotype Co.	Cover
Mid-States Gummed Paper Co.	806
Miehle Printing Press & Mfg. Co.	776
Miller Saw-Trimmer Co.	814-815
Mittag & Volger	904
Modern Die & Plate Press Mfg. Co.	878
Monitor Controller Co.	807
Moore, John C., Corporation	912
Morgan Expansion Roller Truck Co.	913
Morgans & Wilcox Mfg. Co.	900
Murphy, Jos. E., Co.	807
Murphy-Parker Co.	878
National Announcement Association	883
National Machine Co.	795
Neenah Paper Co.	888
New Advance Machinery Co.	897
New Era Mfg. Co.	797
Norib Co.	899
Northwestern Electric Co.	896
Nossel, Frank	904
O'Brien, Clarence	906
Partlow Corporation	896
Peninsular Paper Co.	889
Penrose, A. W., & Co.	876
Pitt, J. W.	904
Porte Publishing Co.	900
Print-Aid Co.	894
Printers Manufacturing Co.	907
Printing Trades Blue Book	809
Redington, F. B., Co.	906
Rich & McLean	916
Roberts Numbering Machine Co.	901
Rouse, H. B., & Co.	775
Royal Electrotype Co.	790-791
Scott, Walter, & Co.	813
Seybold Machine Co.	Insert
Sinclair & Valentine Co.	900
Stafford Engraving Co.	806
Stephens, Sam'l, & Wickersham Quoin Co.	810
Stokes & Smith Co.	811
Stokes, A., Co.	808
Strait, H. H.	906
Supreme Forest Woodmen Circle	903
Swart, Geo. R., & Co.	783
Type-Hi Corporation	894
United Printing Machinery Co.	800
Universal Publishing Co.	784
Vandercook, R. O.	794
Wanner Machinery Co.	806
Want Advertisements	875
Warner Electric Co.	920
Warren, S. D., Co.	886
Welsh, C. L., Co.	878
Wesel, F., Mfg. Co.	912
Western States Envelope Co.	892
Weston, Byron, Co.	911
West Virginia Pulp & Paper Co.	Insert
Wetter Numbering Machine Co.	903
White, James, Paper Co.	770
White, L. & I. J., Co.	770
White, Mfg. Co.	898
Wiggins, John B., Co.	894
Wing's, Chauncey, Sons	913
Wood & Nathan Co.	903



PROVEN SUPERIORITY

Creates Wide Demand for

CROMWELL
Special Prepared Tympan

A product is judged to a large extent by the gradual increasing demand for it and repeat orders are the best criterion of merit.

Today the demand for ***Cromwell Tympan Paper*** has produced a problem in production.

The care and time consumed in its manufacture are important factors in the quality of the finished product.

Don't experiment, use a proven Tympan sheet.



"The Big Scheme of Simple Operation"

A Primer of Linotype Mechanism

THIS book, just off the press, is a complete, non-technical account of how the Linotype is built and how it works. Each stage in the operation of the machine, from the time the key is pressed until the matrix is automatically returned to the magazine, is described in plain, understandable language, fully illustrated with photographs and phantom views.

While the operator or machinist will find it of interest, the book is written primarily for the man who has never worked on the machine—for the executive who wants to know the "how and why" of his Linotypes.

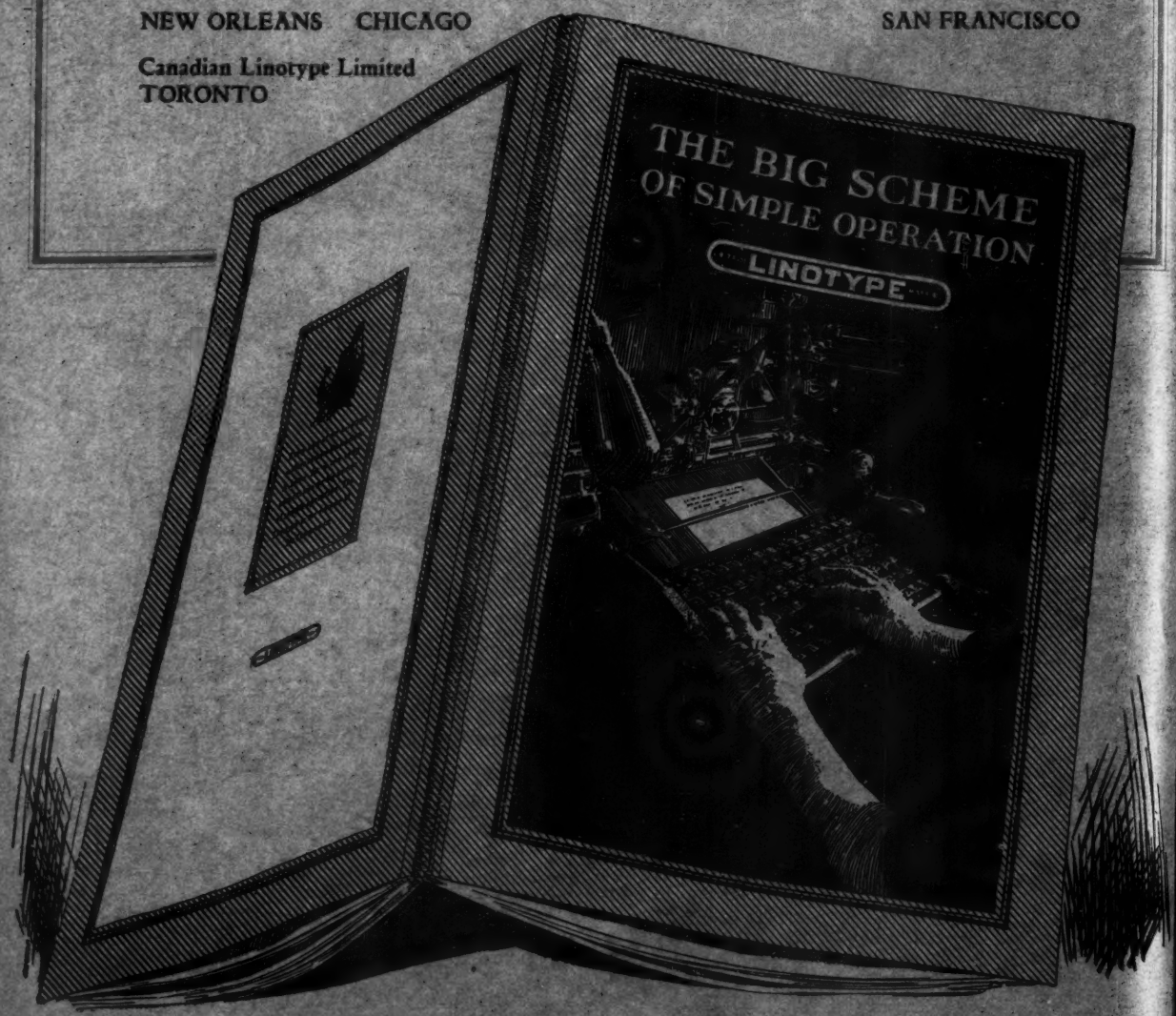
The nearest agency will mail a copy on request.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson St., Brooklyn, N. Y.

NEW ORLEANS CHICAGO SAN FRANCISCO

Canadian Linotype Limited
TORONTO



Composed entirely on the LINOTYPE *in Benedictine*